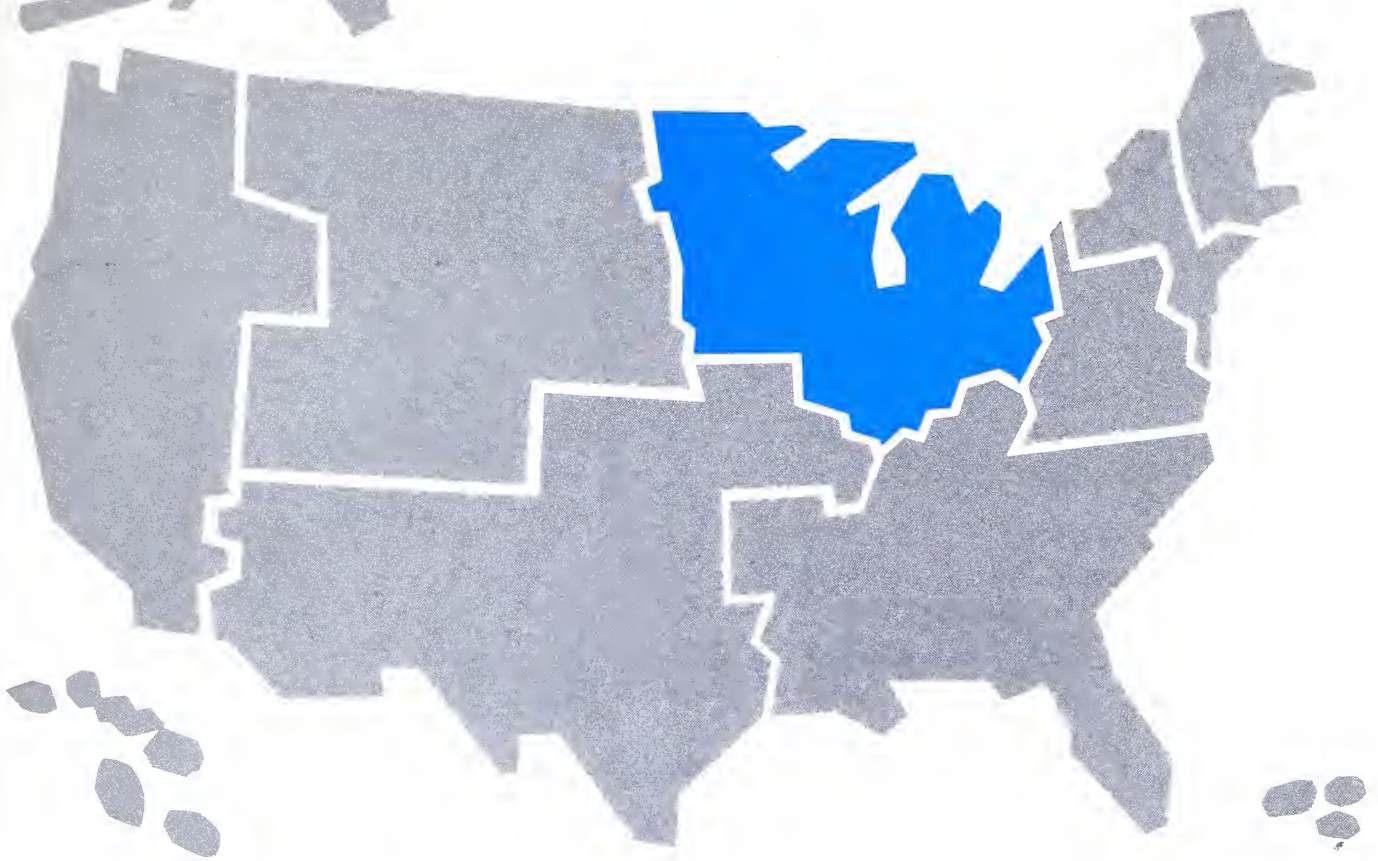


U.S. DEPARTMENT OF COMMERCE  
United States Travel Service  
Office of Research and Analysis



**VACATION  
TRAVEL  
BY CANADIANS  
IN 1975  
IN THE UNITED STATES  
VOLUME 6  
GREAT LAKES COUNTRY**





# **VACATION TRAVEL BY CANADIANS IN 1975**

## **IN THE UNITED STATES VOLUME 6**

A study of Canadian vacation patterns:  
Characteristics of travelers and trips to each  
of the nine regions of the U.S.  
as well as to the U.S. as a whole.

Conducted by  
Traveldata International

Sponsored by  
the United States Travel Service,  
the Canadian Government Office of Tourism,  
the Ministry of Transport (Canada)  
New Brunswick Department of Tourism

and  
the Montreal Star, Ltd.

December, 1976



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## SECTION I

# HIGHLIGHTS OF CANADIAN VACATION TRAVEL IN 1975

### A. INTRODUCTION

This report provides an analysis of a survey entitled "Vacation Travel By Canadians in 1975" conducted by TRAVELDATA INTERNATIONAL for both the U.S. and Canada. The sponsors of the survey were: (1) The United States Travel Service; (2) Canadian Government Office of Tourism; (3) Ministry of Transport; (4) The New Brunswick Department of Tourism; and (5) The Montreal Star Ltd.

The survey represents the tenth in an annual series of studies describing Canadian travel patterns and vacationer characteristics. This report incorporates series data, in some cases back to 1966, to facilitate trend analyses.

The report contains 10 volumes. Volume 1--**Summary Report**— provides information on Canadian travel to the United States as a whole. The remaining nine volumes highlight Canadian travel to the entire United States and provide detailed information on Canadian travel to the nine U.S. tourist regions.

- Volume 1: **Summary Report** - United States
- Volume 2: **New England** - Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.
- Volume 3: **Eastern Gateway** - New Jersey, New York.
- Volume 4: **George Washington Country** - Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia.

- Volume 5: **The South** - Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee.
- Volume 6: **Great Lakes Country** - Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin.
- Volume 7: **Mountain West** - Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming.
- Volume 8: **Frontier West** - Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas.
- Volume 9: **Far West** - Alaska, California, Idaho, Nevada, Oregon, Washington.
- Volume 10: **The Islands** - American Samoa, Guam, Hawaii, Puerto Rico, Virgin Islands.

### B. METHODOLOGY

This survey was based on a national probability sample involving 10,500 personal interviews with individuals 18 years old and over. The survey includes data on travel to the U.S. Islands (American Samoa, Guam, Hawaii, Puerto Rico, and the Virgin Islands), as well as to the U.S. mainland, to illustrate total Canadian vacation travel to the U.S.A.

**Limitations:** In some instances, the size of the sample used to determine the characteristics of Canadian travelers to various regions or states is small. Interpretation of data based on these small sample sizes should, therefore, be made with caution.

**Canadian Arrivals:** As may be noted, data on Canadian vacation arrivals in 1974 has been revised in this survey. Previous estimates of Canadian visitor arrivals were inflated due to the misinterpretation of survey complexities and weighting techniques. The correct estimation procedure has been applied to the 1974 data so as to produce more accurate estimates than were previously available. These estimates have been used in this survey.

## C. HIGHLIGHTS OF THE FINDINGS

### 1. Canadian Vacation Travel in 1975

- Vacation travel by Canadians increased significantly in 1975, in spite of uncertain economic conditions—59% of the Canadian population vacationed in 1975, an all-time high—reversing the slight downturn recorded in 1973 and 1974.
- The growth in Canadian vacation travel in 1975 was widespread. However, the most significant upturn occurred in two regions of Canada—the Atlantic Provinces and the Prairies—apparently a recovery from a year when travel was depressed due to fuel shortages.
- The extent of multiple-trip taking remained about the same as in 1974. Two out of three travelers continued to take only one vacation trip per year.
- In 1975, 41% of Canadian adults did not take a vacation trip and among them only 15% claimed a “lack of interest” as the main reason for not traveling, “preferring activities around the home”. Most others simply were not in a position to travel, either for financial reasons, personal obligations, or because of health problems or work obligations.
- Business obligations was a key reason for individuals in the upper and upper-middle strata not to travel.
- There appears to be considerable latent interest in vacation travel among non-travelers. About 60% of the non-travelers in 1975 either have traveled in other years or would like to travel more often. Only 10% preferred not to travel at all. Interestingly, attitudes toward vacation travel differed very little between socio-economic strata.
- Trip destinations changed somewhat in 1975, favoring the U.S. In 1975, 24% of all vacation trips were to the U.S., compared with 22% in 1974—representing a recovery from 1974 when fuel shortages affected travel from Canada.
- Canada’s share of the vacation travel market remained stable in 1975, with trips within Canada accounting for 66% of all travel. The share of trips to overseas countries decreased marginally, from 12% in 1974 to 10% in 1975, mainly because of the rising cost of trans-Atlantic travel. Trips to the Caribbean maintained their share.
- Air travel to the U.S. increased in 1975 compared to 1973. However, between 1974 and 1975 usage of air travel declined from 39% to 32%. The 1974 figure was atypically high, however, due to gasoline shortages for automobile travel in 1974.
- In 1975, 20% of all “non-auto” Canadian vacation trips (or essentially trips by commercial carrier) involved inclusive package tours, an increase of 4 points during the past 4 years (when last measured).
- Canadian travelers appeared to be taking greater advantage of the services of a travel agent. In 1975, 16% consulted an agency when planning their trip, more than double the proportion in 1970 (7%).
- In 1975, 20% of all Canadian vacation trips by air were by charter. The proportion varied by destination with the highest level of air charter travel to the Caribbean at 50%, with Europe next at 38%, followed by air charter travel to the U.S. mainland at 16%.
- More Canadians appeared to be traveling to “a particular vacation spot” than in previous years (30%), sightseeing in cities and towns (20%) and shopping (9%). Social and ethnic ties remained the prime motivation for

vacationing within Canada (47%). Canadian vacation travel within Canada for the purpose of visiting friends and relatives was 52% as compared to the 33% who did so when traveling to the U.S.

- The average expenditure per vacation trip increased from \$479 to \$554 since 1974 and, combined with an overall increase in travel, resulted in a 22% growth in total vacation spending--from \$2.4 billion in 1974 to \$2.9 billion in 1975.

## 2. Travel To The U.S. in 1975

- The U.S. received 3.3 million Canadian vacation visitors in 1975 who spent an estimated \$777 million in the U.S.
- Similar to 1974, the South and the Far West Regions each received more vacationers from Canada than any other U.S. region (20% and 19%, respectively). Next most popular were New England (16%), Eastern Gateway (16%), and Great Lakes Country (10%), each of which borders on Canada. Among the others, Mountain West attracted 7%, U.S. Islands--5%, George Washington Country--4%, and Frontier West--2%.
- In terms of receipts, the South attained a 28% share of total Canadian vacation travel spending in the U.S., Far West received 20%, followed by U.S. Islands (14%), Eastern Gateway (10%), New England (7%), Great Lakes Country (7%), Mountain West (6%), Frontier West (4%), and George Washington Country (3%).
- The most significant growth since 1974 in visitors to U.S. regions was recorded in Canadian vacation travel to the Eastern Gateway (+67%), the South (+43%) and Mountain West (+42%).
- In terms of receipts, greatest gains were recorded in Canadian vacation travel spending in Eastern Gateway (+65%), Mountain West (+58%), the South (+39%), and New England (+31%).
- Since 1974, Ontario and Quebec have become more important markets for the U.S. Specifically,

the U.S. share of all Ontario-resident trips grew from 21% in 1974 to 24% in 1975, while the U.S. share of Quebec-resident trips reached 29% in 1975, up from 25% recorded in 1974.

- A lessening of the fuel crisis this past year rendered the automobile more viable than in 1974. Auto travel accounted for 55% of vacation trips to the U.S. in 1975, a recovery from 48% in 1974--the lowest share the motoring segment has experienced in the last decade.
- In 1975, 31% of all Canadian vacation trips to the U.S. on common carrier (or 13% of all trips to the U.S.) involved package tours.
- The travel agent played a role in planning 23% of all Canadian vacation trips to the U.S. in 1975 and, as expected, is more involved with air and bus trips than auto travel. Agents in 1975 helped plan 50% of all Canadian vacation air trips to the U.S., 29% of bus trips, and 7% of auto trips.
- 20% of all Canadian vacationers flying to the U.S. traveled on charter flights. As expected, Hawaii, Florida, and California were the most popular charter destinations.
- "Sightseeing" was the major reason given for vacationing in the U.S. (46%), followed by "spending time at vacation spots" (42%). "Visiting friends and relatives" ranked third with 33%. When viewing vacation activities between city and non-city areas, the majority favor non-city activities. Twenty eight percent of Canadians vacation here to engage in "sightseeing and doing things in cities and towns". Participation in non-city activities appealed to many more--"sightseeing in the country"(28%), "camping or tenting" (10%), and "fishing, boating or participating in other outdoor activities"(8%). (Includes multiple responses.)
- Vacationing Canadians stayed 12.2 nights in the U.S. in 1975, almost one day longer than in 1974--11.5 nights.
- The summer and winter travel markets for the U.S. were virtually the same size. In 1975,

June to September accounted for 51% of all U.S. trips. On a quarterly basis, arrivals were as follows: 1st Quarter (23%), 2nd Quarter (17%), 3rd Quarter (42%) and 4th Quarter (18%). In 1975, slightly more Canadians traveled between December and April than in the previous year, reflecting the recovery of Florida traffic.

- About half (47%) of all Canadians vacationing in the U.S. decided within 4 weeks of departure to visit the country, while others decided almost equally between 1 and 2 months prior to leaving home (20%), 2 to 4 months (15%), and over 4 months (19%). It is interesting to note that 5% of the Canadians vacationing in the U.S. did not decide to do so until after their trip began.
- As expected, those on package tours and charter flights planned their vacations earlier than those traveling independently.
- Canadians traveling to the U.S. on vacations during 1975 were asked what were their "most favorable impressions". Responses were varied and imply that the U.S. is a country with a broad base of appeals to Canadians. The **physical beauty** was most impressive to visitors--particularly the beaches and the water, as well as the scenery in general.
- Attractive to an equal number of Canadians were the "**facilities**" encountered--including accommodations, restaurants and the variety of articles and relatively low prices for the shoppers.
- Other aspects of appeal were the **weather**, **friendly people**, and **relaxed pace** in certain areas of the country, as well as **specific sight-seeing activities, attractions, events and entertainment**.
- Canadians were also asked for their negative comments, and about 58% had no unfavorable impressions to report. Of the 42% who did name some aspect of their trip which they did not like, the unfavorable impression given most often related to city conditions in the U.S., ranging from complaints of "dirtiness"

and "too much smog", to "traffic problems" and "violence".

- There were notable differences in the characteristics of Canadians who traveled to the various U.S. regions. For example:
  - Ontario was the major source of Canadian visitors for George Washington Country, The South, and The Great Lakes Country, while Quebec was more important to New England. Most Far West Region visitors came from British Columbia, whereas the Prairie Provinces were the major contributors to Frontier West and Mountain West tourism. Eastern Gateway states drew equal numbers of Canadians from Ontario and Quebec.
  - To spend time at a vacation spot was the most common reason for Canadians to visit New England, The South and U.S. Islands. Friends and relatives, on the other hand, were more important motivations for tourists traveling to the Eastern Gateway, The Great Lakes Region, George Washington Country and the Mountain West Region. Sightseeing in cities and towns was the most common reason for vacationing in the Far West states.
  - Most travelers to the relatively near states of New England, Eastern Gateway, George Washington Country and other bordering regions traveled by car, while the airplane appealed more often to visitors destined to California, the South and of course, the U.S. Islands.
- Canadian visitors to the U.S. who had a higher than average per capita expenditure per trip tended to:
  - reside in British Columbia, the Prairies, and Ontario;
  - visit the U.S. Islands, The South, and Frontier West;



- be 40 years of age or older;
- be English-speaking;
- be married;
- not have children living at home;
- be employed in a white-collar occupation, as a farmer or be students;
- be traveling to stay at a vacation spot, especially between October and May;
- be traveling by air;
- be on a winter vacation.
- From 1974 to 1975, there was an increase in Canadian travel to the U.S. by:
  - visitors with a head of household income of \$14,000 or over;
  - visitors aged 18 to 29;
  - visitors with a family income of \$20,000 and over;
- visitors residing in single or semi-detached dwellings;
- visitors in skilled labor occupations;
- travelers to the Eastern Gateway, The South, and Mountain West regions;
- residents from Ontario and Quebec;
- visitors who traveled by car.
- From 1974 to 1975 there was a decrease in Canadian travel to the U.S. by:
  - visitors without children living at home;
  - visitors aged 40 to 49;
  - visitors living in apartments;
  - visitors traveling by air.

## SECTION II

# CHARACTERISTICS OF CANADIAN VACATION TRIPS/TRAVELERS TO THE GREAT LAKES COUNTRY IN 1975

### A. HIGHLIGHTS

During 1975, the number of Canadian vacation trips to the Great Lakes Country was estimated at 209,000, or 10% of the total 2 million trips to the United States.

The Great Lakes Country's share of expenditures was significantly less than its share of vacation trips. In 1975, Canadian vacationers spent \$777 million in the U.S. with 7%, or \$51 million, spent in the Great Lakes Country. Canadian expenditures on each trip per adult amounted to \$172 compared to the national average of \$236. This lower trip spending in the Great Lakes Country compared to the rest of the U.S. was particularly notable in light of the longer stay in the Great Lakes Country (13.6 nights on average) than in the U.S. as a whole (12.2 nights on average), resulting in considerably lower daily expenditures per adult in the Great Lakes Country (\$13.00), than in the nation as a whole (\$21.00).

#### 209,000 Canadian Vacation Trips (+17% from 1974)

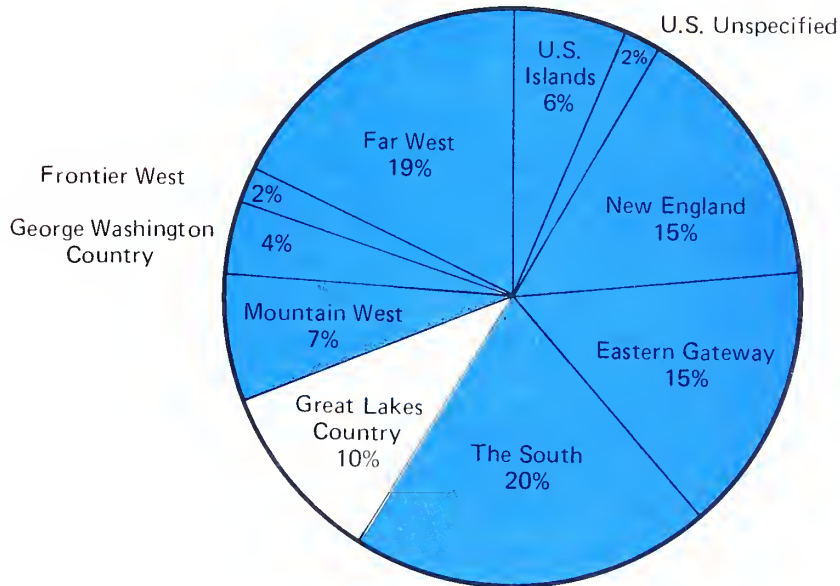
- 10% of total Canadian vacation trips to the U.S.
- 5th most popular region in the U.S. for Canadian vacationers

#### \$51 Million Spent in the Great Lakes Country by Canadian Vacationers (+11% from 1974)

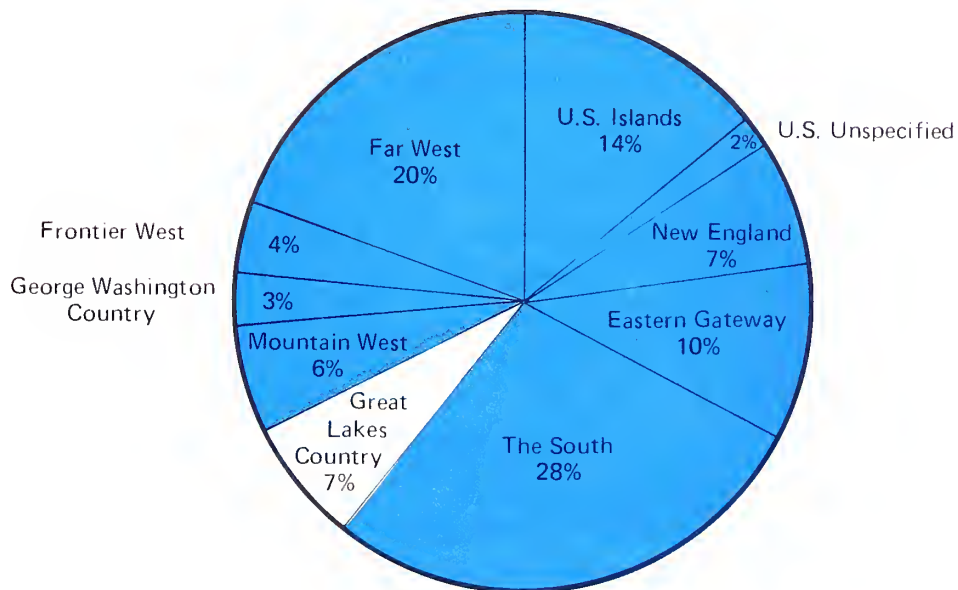
- 7% of total Canadian vacation expenditures in the U.S.
- 6th largest recipient of Canadian vacation dollars
- \$172 spent per adult per trip (+6% from 1974)
- \$13 daily spending per adult per trip (-28% from 1974)
- The 11% increase in Canadian spending in the Great Lakes Country in 1975 over 1974 was primarily a function of more Canadians visiting the region (+17%) and staying longer (from 9.2 nights in 1974 to 13.6 nights in 1975), as their spending on a daily basis actually declined from 1974 (-28%).

Chart 1  
CANADIAN VACATION TRIPS AND EXPENDITURES IN THE U.S. 1975

Trips 2,046,000  
100%



Receipts \$777,000,000  
100%





## Profile of Canadian Vacation Travelers to the Great Lakes Country

The Canadian traveler vacationing in the Great Lakes Country in 1975 can be described as follows: 87% lived in cities; 61% were from Ontario; 76% spoke English; 66% owned their own homes; 52% were men; 56% were married; 45% had either attended or completed high school; 34% were employed in white collar jobs; 46% had family incomes of between

\$10,000 and \$20,000 annually; and 57% had no children living at home.

Their travel habits can be summarized as follows: 57% traveled to the U.S. by automobile; 51% traveled between July and September; 57% visited friends or relatives; 52% engaged in sight-seeing; and their average length of stay in the United States was 13.6 nights.

**TABLE 1**  
**PROFILE OF 1975 CANADIAN VACATION TRAVELERS TO THE GREAT LAKES COUNTRY**

### Traveler Characteristics

Residence:	Urban (87%) Ontario (61%) and Prairies (21%) English speaking (76%) Cities with population over 500,000 (46%) Ontario Residence for auto visitors (70%)
Dwelling Status:	Live in single/semi-detached dwelling (70%) Own their own dwelling (66%)
Sex:	Even distribution with slightly more males (52%)
Age:	50 years and over (36%) and 18-29 years (35%)
Marital Status:	Married (56%)
Education:	Attended or completed high school (45%)
Occupation:	Professional/Mgr./Sales/White-collar (34%) and skilled workers (32%)
Family Income:	\$10,000—\$20,000 per year (46%) \$20,000 and over (25%)
Family Composition:	Adult only "families" (57%)

### Trip Characteristics

Purpose:	To visit friends or relatives (57%) and sight-seeing (52%)
Mode of Transport:	Auto (57%)
Seasonality:	3rd quarter (51%), August(21%), July (19%)
Mean Length of Stay:	13.6 nights
Mean Size of Traveling Party:	2.84 persons
Use of Travel Agent:	17% used in planning
Decision Lead-Time:	Planned trip within 2 months of departure (62%)
Favorable Impressions:	Facilities (31%)
Unfavorable Impressions:	None recalled (56%)
Accommodation:	With Relatives (38%); Motel (34%)
Package Tours:	On Common Carrier (16%)

## **Significant Changes in Canadian Vacation Travel to the Great Lakes Country From 1974 to 1975**

### **Increases in:**

- visitors from Quebec (5% to 11%)
- visitors from cities of 30,000 population or larger (65% to 76%)
- visitors living in row housing (6% to 13%)
- male visitors (46% to 52%)
- visitors age 30 to 39 (12% to 17%)
- unmarried visitors (37% to 44%)
- university-educated visitors (15% to 29%)
- visitors occupied as skilled workers (22% to 32%)
- visitors with family incomes of \$20,000 and over (17% to 25%)
- families consisting of adults with children (37% to 43%)
- sightseers (38% to 52%)
- travelers visiting friends and relatives (51% to 57%)
- visitors attending special events (12% to 21%)
- shoppers (7% to 17%)
- air visitors (13% to 23%)
- third quarter visitors (42% to 51%)
- visitors staying 12 nights or longer (22% to 39%)

### **Decreases in:**

- visitors from Ontario (67% to 61%)
- auto visitors from the Prairies (26% to 18%)
- visitors from centers having 10,000 or fewer people (29% to 17%)
- female visitors (54% to 48%)
- visitors aged 40 - 49 (19% to 12%)
- married visitors (63% to 56%)
- less educated visitors (61% to 45% - - high school or less)
- adults only visitors (63% to 57%)
- auto visitors (70% to 57%)
- second quarter visitors (24% to 18%)
- visitors staying 11 nights or fewer (77% to 60%)

## **Significant Differences Between Canadian Vacation Travel to the Great Lakes Country and to the U.S. as a Whole**

The Great Lakes Country compared to the U.S. as a whole had a much higher proportion of:

- visitors from Ontario
- travelers visiting friends and relatives
- visitors who stayed with relatives
- third quarter visitors

The Great Lakes Country compared to the U.S. as a whole had a much lower proportion of:

- visitors from Quebec and British Columbia
- French-speaking visitors
- visitors with white-collar jobs
- visitors who traveled to spend time at a vacation spot
- packaged tour travelers
- visitors attracted by good weather

## B. DETAILED FINDINGS

The Canadian vacation market for the Great Lakes Country during 1975 is described under the following three section headings: 1. Trips/Receipts; 2. Traveler Characteristics; and 3. Trip Characteristics.

### 1. Trips/Receipts

In 1975, the Great Lakes Country ranked as the fifth most popular destination for Canadians vacationing in the U.S. and ranked sixth in terms of receipts. The region received an estimated 10% of vacation trips from Canada and 7% of the tourist receipts during that year.

In absolute numbers, these percentages represent 209,000 vacation trips out of the total 2,046,000 Canadian vacation trips to the United States during 1975. (An additional 34,000 Canadian trips involved one or more nights in the Great Lakes Country en route to other regions). Of the \$777 million spent by Canadian vacationers in the U.S. in 1975, the Great Lakes Country received an estimated \$51 million.

In comparison to 1974, trips to the Great Lakes Country increased 17% (from 178,000) following visitor growth trends in other regions. In terms of share of trips to the United States,

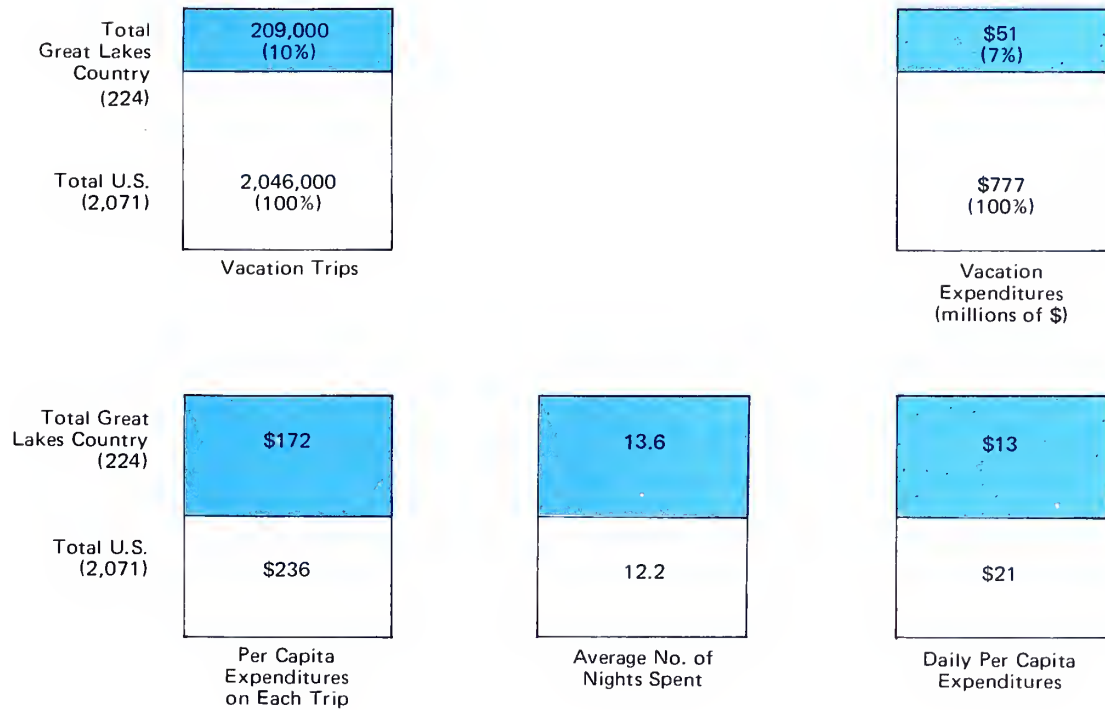
there was a decrease of 1 point - - from 11% in 1974 to 10% in 1975.

Canadian vacation expenditures in the Great Lakes Country did not keep pace with the national pattern; the growth over 1974 was 11%, compared to 23% for the U.S. as a whole. (See Appendix B - 1)

The per capita spending (per adult) among visitors to the Great Lakes Country increased by 6% over 1974, from \$163 to \$172, while daily expenditures per adult declined substantially, from \$18 in 1974 to \$13 in 1975. This phenomenon was the result of a 48% increase in the length of stay over 1974.

While the decline in daily expenditures per adult represented a reversion to about the level noted in 1973 (\$14), it is important to note that real daily per capita spending of Canadians has declined significantly due to general inflation. Canadians are effectively spending less per trip to the Great Lakes. While this does not necessarily imply a substantial decline in the Canadian consumption of travel goods and services (since the lower daily spending is counteracted by a longer length of stay), it does imply that the steady growth of Canadian travel to the U.S. is crucial to maintaining the real receipts of the U.S. travel and tourism industry from the Canadian market.

Chart 2  
**CHARACTERISTICS OF CANADIAN  
 VACATION TRIPS TO THE GREAT LAKES COUNTRY**  
 (1975 Expenditures in U.S. Only)



## 2. Traveler Characteristics

This section presents a brief analysis of the following demographic characteristics of 1975 Canadian vacation travelers to the Great Lakes Country: province of residence; residence of auto vacationers; size of community of residence; language spoken; type of dwelling occupied/ownership; sex; age; marital status; education; occupation; family income; family composition.

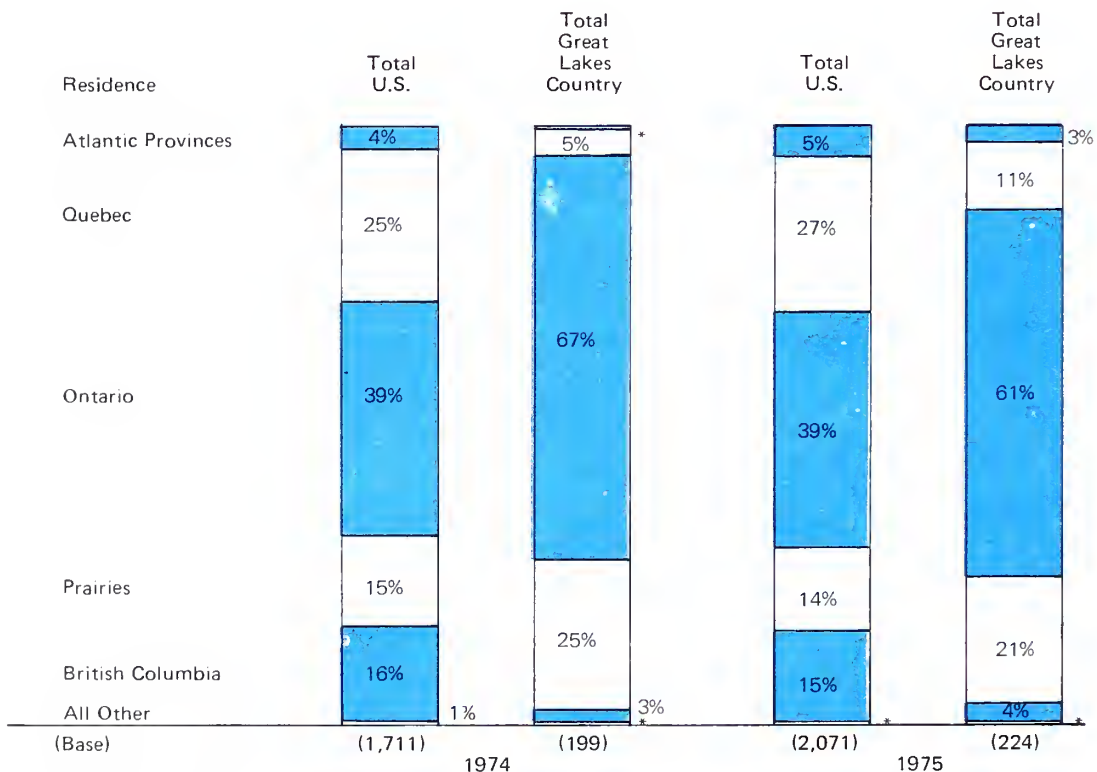
### a) Province of Residence

Ontario was clearly the key Canadian market for the Great Lakes Country, as 61% of all Canadian visitors vacationing in this region resided in that

province. Another 21% came from the Prairies, the second most important area, while Quebec contributed significantly fewer - - 11%.

There was a notable change in the origin of Canadian vacationers to the Great Lakes Country from 1973 to 1975. Ontario's share of the Canadian vacationers to the Great Lakes Country decreased from 72% in 1973 to 67% in 1974, and again to 61% in 1975. On the other hand, the share of vacationers from the Prairies (21% in 1975), while below the elevated 1974 level of 25%, was still considerably higher than the 1973 share of 14%. Also, the 1975 share of Quebec residents was about double the levels of 6% in 1973 and 5% in 1974.

Chart 3  
CANADIAN VACATION TRAVELERS TO THE GREAT LAKES COUNTRY  
IN 1975 BY RESIDENCE

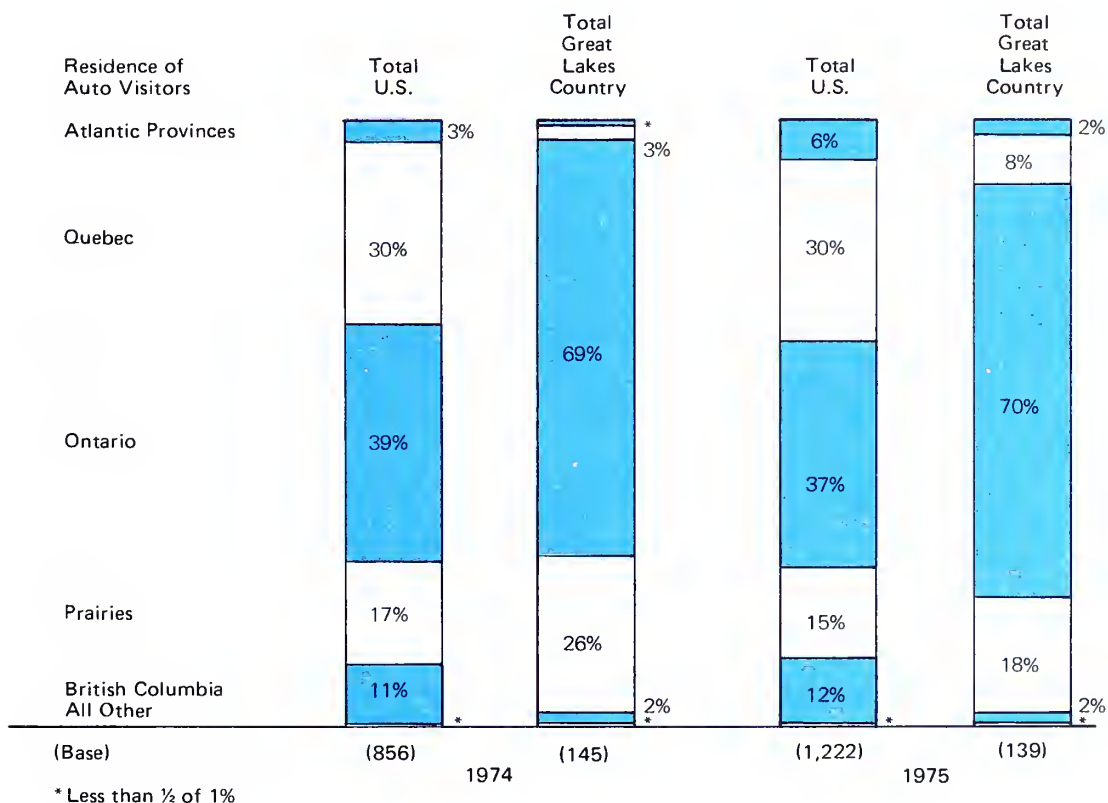


## b) Residence of Auto Visitors

The 1975 auto vacationers, who accounted for 62% of Canadians visiting the Great Lakes Country, had a residence profile which was not as similar to the total market as it was in 1974.

For example, in 1975, residents of Ontario (the province closest to the Great Lakes Country) accounted for 70% of auto visitors compared with 61% of total visitors, whereas in 1974 the comparable numbers were closer, at 69% and 67% respectively.

Chart 4  
CANADIAN VACATION TRAVELERS TO THE GREAT LAKES COUNTRY  
IN 1975 BY RESIDENCE OF AUTO VISITORS



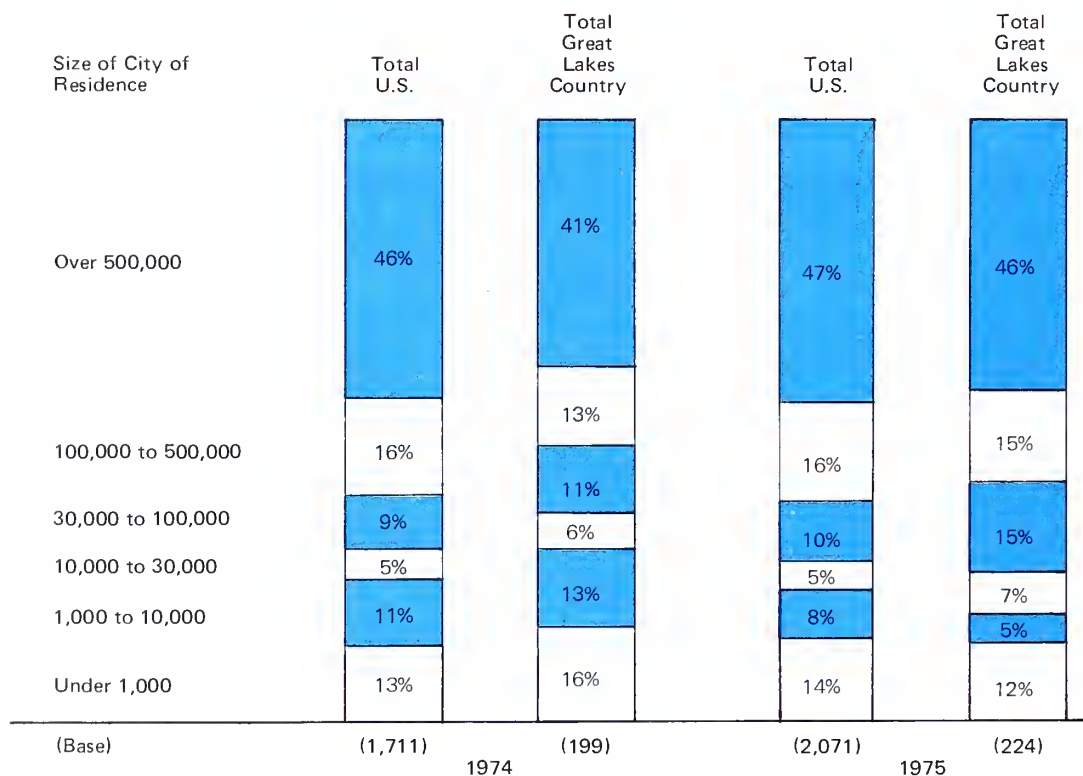


### c) Size of Community of Residence

Not unlike the overall pattern of Canadian vacationers in the U.S., the market for Canadian travel to the Great Lakes Country was primarily urban. Nearly half of the Canadian visitors to the Great Lakes Country (46%) resided in large metropolitan areas (500,000 + population), with another 30% living in intermediate sized communities: 15% in 100,000 to 500,000 and an equal 15% in 30,000 to 100,000 population cities.

There has been a steady rise in the number and proportion of Canadian travelers to the Great Lakes Country from urban areas in Canada. The urban visitor from large centers of 500,000 population and over made up only 35% of all visitors in 1973, rising to 41% in 1974, and 45% in 1975. The rapidity of this shift would indicate that it was not due entirely to demographic changes in the Canadian population, but also to social or economic factors.

Chart 5  
CANADIAN VACATION TRAVELERS TO THE GREAT LAKES COUNTRY  
IN 1975 BY SIZE OF CITY OF RESIDENCE





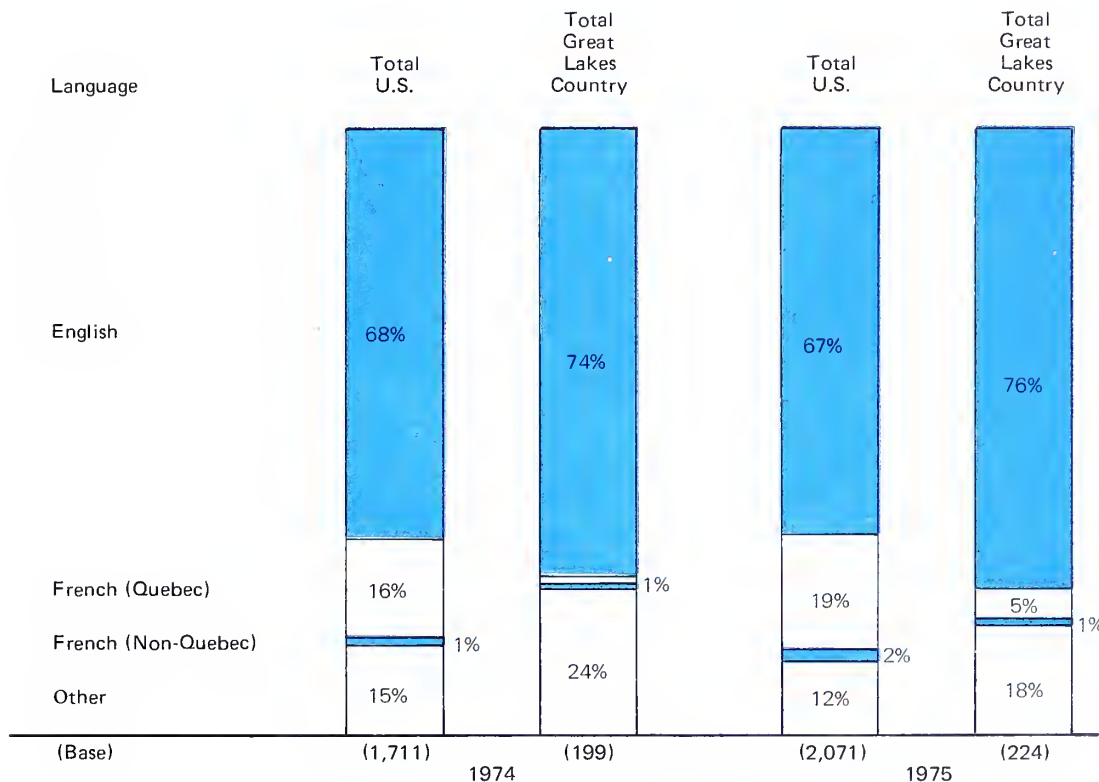
#### d) Language Spoken

The proportion of Canadian visitors to the Great Lakes Country who are English-speaking remained virtually constant (75% in 1973, 74% in 1974, and 76% in 1975).

The remaining one-quarter, however, has shifted considerably between French-speaking travelers and those who speak other non-English languages. For example, French-speaking visitors represented

11% of all Canadian visitors to the Great Lakes Country in 1973 (4% from Quebec and 7% from other provinces). In 1974, this dropped to 2% (1% Quebec, 1% non-Quebec), but revived slightly in 1975 to 6% (but French-speaking visitors from outside Quebec remained down at 1%). Travelers speaking other non-English languages showed the reverse pattern, increasing from 15% in 1973 to 24% in 1974, then falling back to 18% in 1975.

Chart 6  
CANADIAN VACATION TRAVELERS TO THE GREAT LAKES COUNTRY  
IN 1975 BY LANGUAGE



### e) Type of Dwelling Occupied/Ownership

The Great Lakes Country visitors were very similar to most Canadians traveling to the U.S. with respect to the type of dwelling they occupied and whether or not they owned that dwelling. The majority who vacationed in the great Lakes Country lived in a detached or semi-detached home (70%) and owned their own home (66%).

Apartment dwellers were only slightly more pre-

dominant, at 16%, than those living in row housing (13%).

The only significant change which occurred in these proportions between 1974 and 1975 was in the proportion of travelers living in row housing, which increased from 6% in 1974 to 13% in 1975, possibly reflecting the increased popularity of this type of dwelling in Ontario, the Great Lakes Country's largest market.

Chart 7  
CANADIAN VACATION TRAVELERS TO THE GREAT LAKES COUNTRY  
IN 1975 BY TYPE OF DWELLING

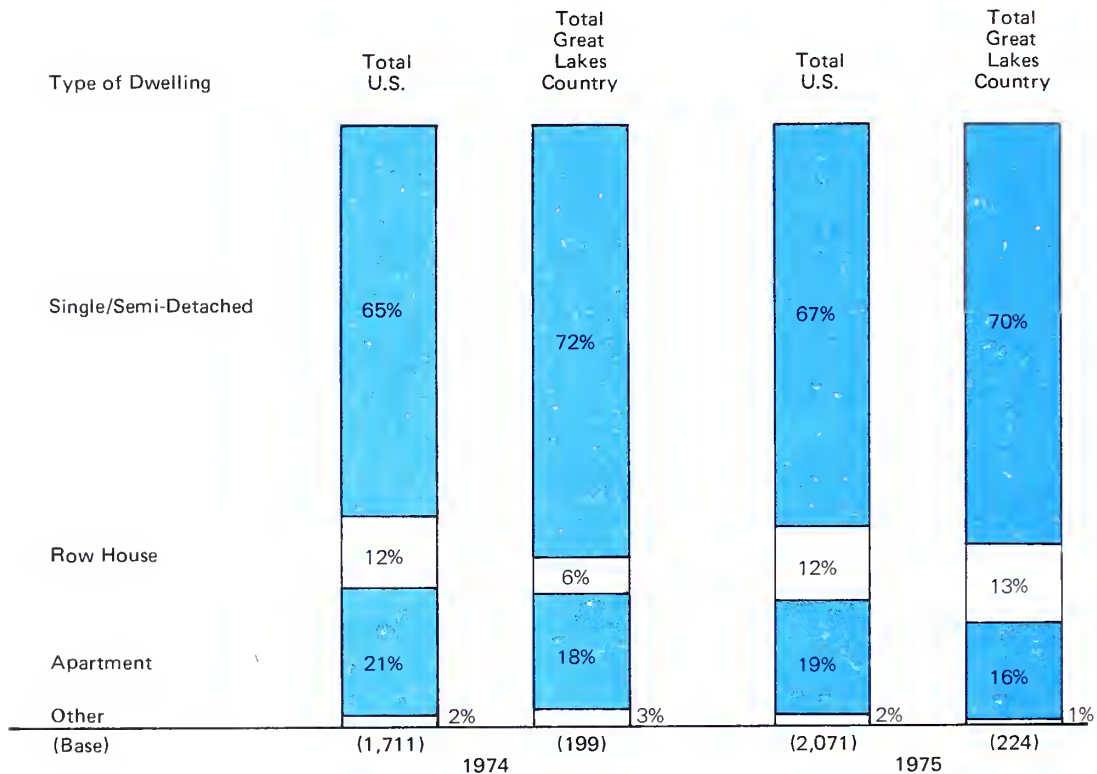
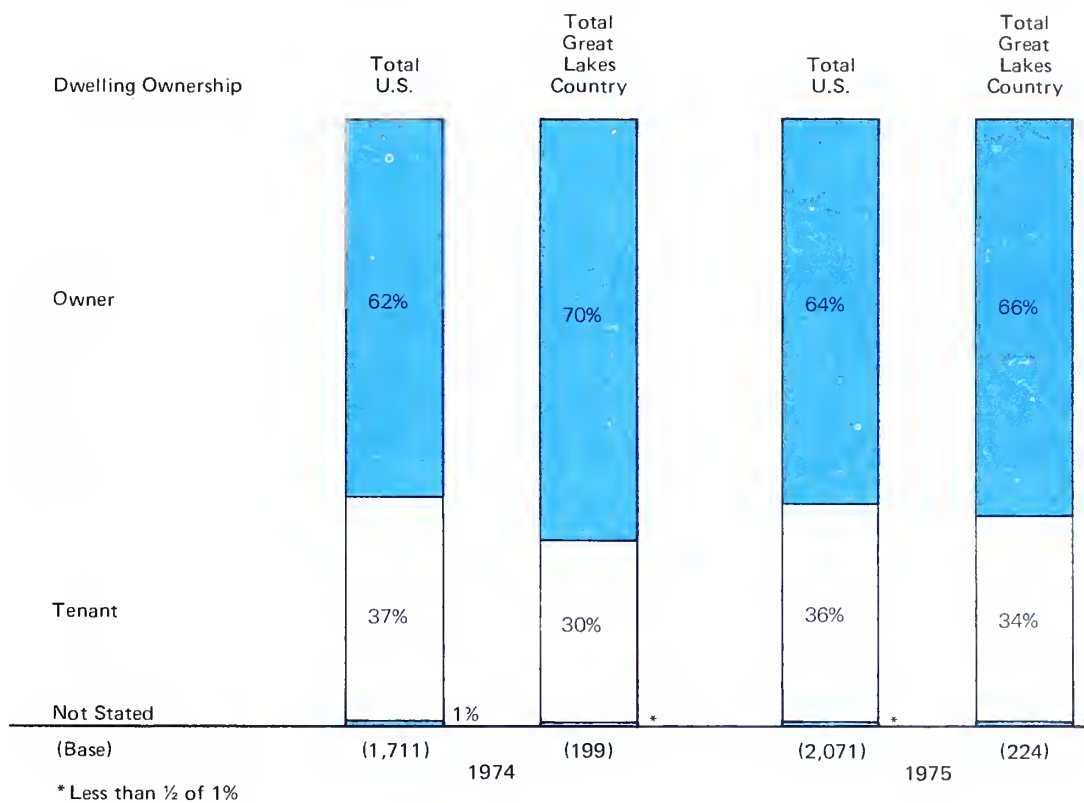


Chart 8  
CANADIAN VACATION TRAVELERS TO THE GREAT LAKES COUNTRY  
IN 1975 BY DWELLING OWNERSHIP



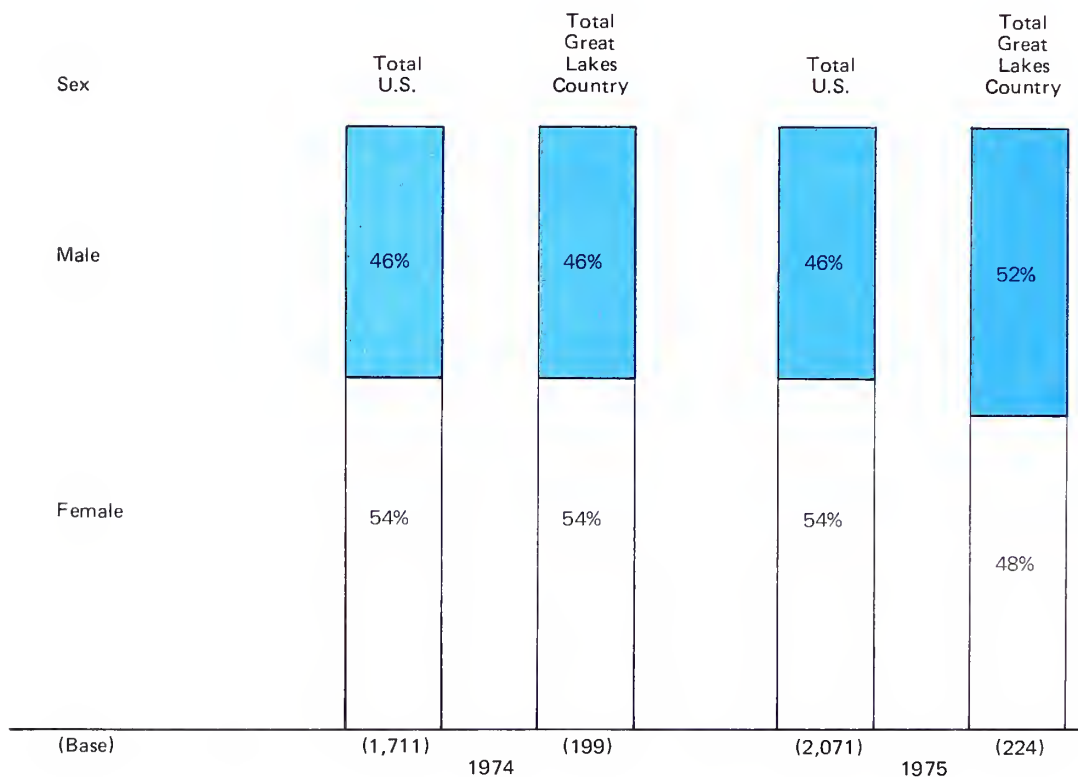
## f) Sex

The growth in travel to the Great Lakes Country by women between 1973 and 1974 apparently did not continue into 1975. Females represented nearly half (48%) of Canadians vacationing in the Great Lakes Country, a decrease from the

level of 54% in 1974, but still well above the unusually low 1973 share of 39%.

The Great Lakes Country in 1975 was a somewhat more male oriented Canadian travel destination, with 52% male visitors, than was the U.S. overall (46%).

Chart 9  
CANADIAN VACATION TRAVELERS TO THE GREAT LAKES COUNTRY  
IN 1975 BY SEX

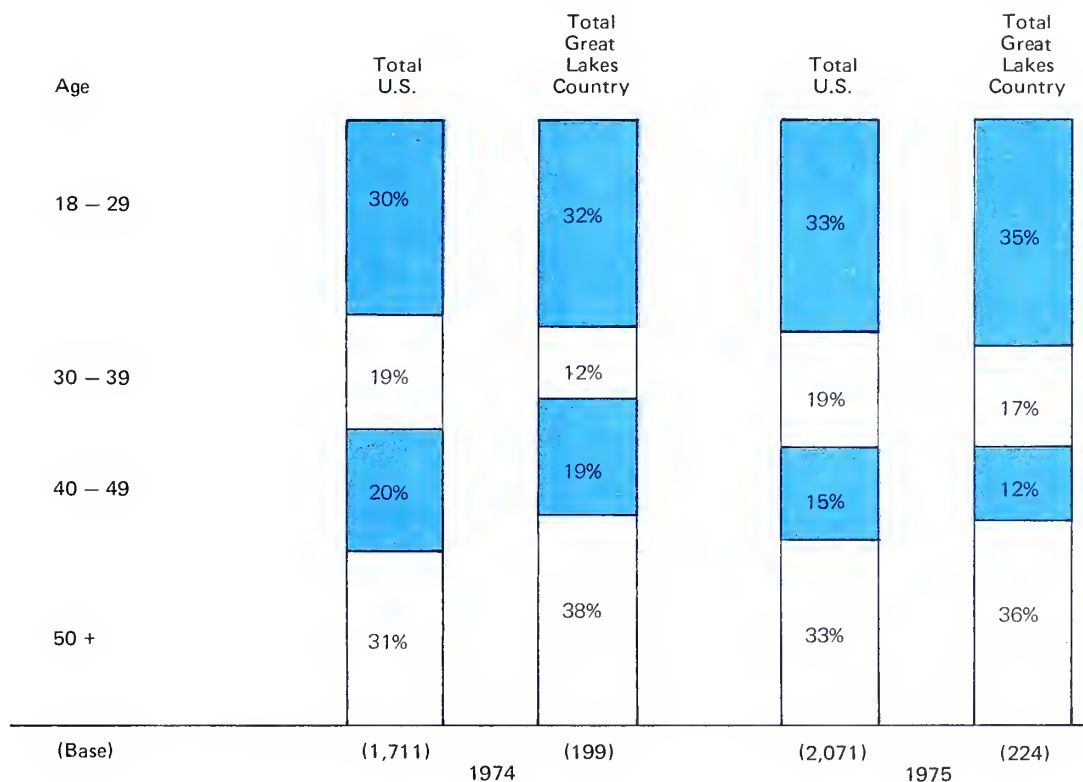


### g) Age

The trend towards greater popularity of the Great Lakes Country among younger Canadians continued in 1975. In 1975, those between 18 and 29 years of age represented 35% of the Great Lakes Country's Canadian visitors, an increase from the 32% share recorded in the pre-

vious year and considerably above the 1973 share of 25%. This trend toward younger travelers was not as apparent among Canadians vacationing in other regions of the U.S., where the 18 - 29 year old segment constituted 33% of the visitor group in 1975, up from 30% in 1974, but below the 1973 level of 35%.

Chart 10  
CANADIAN VACATION TRAVELERS TO THE GREAT LAKES COUNTRY  
IN 1975 BY AGE



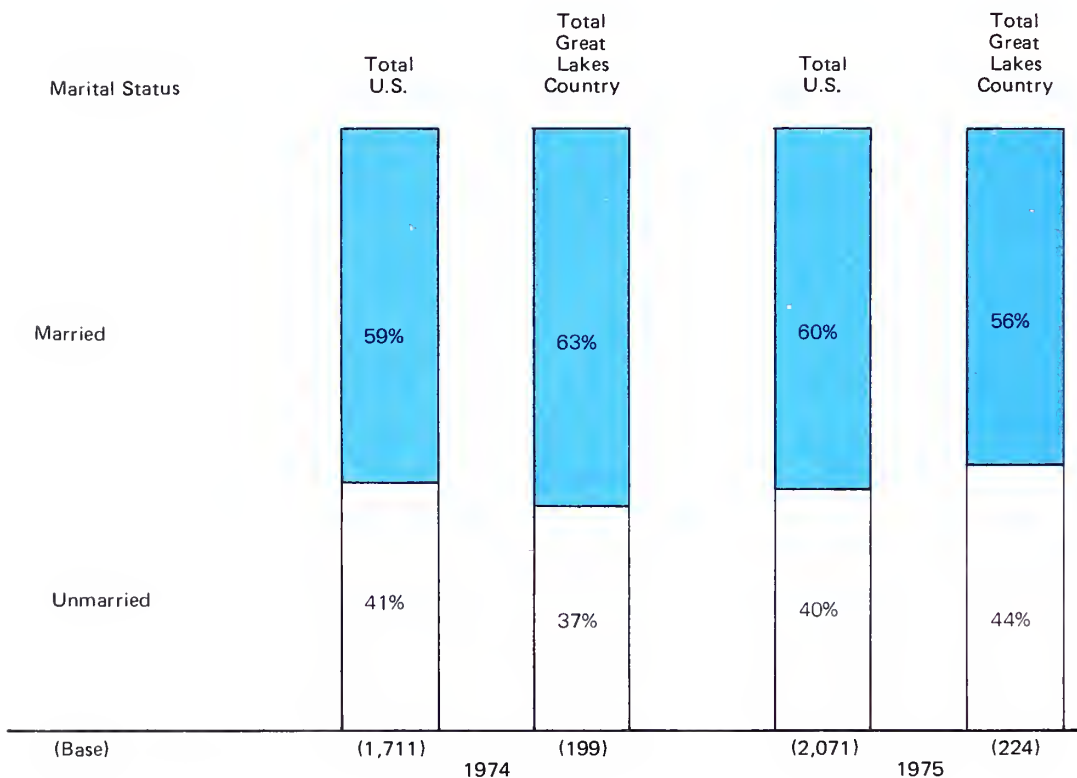
## h) Marital Status

The previously noted trend towards younger Canadian visitors to the Great Lakes Country was paralleled by a trend towards more unmarried travelers. Whereas 32% of Canadians vacationing in the Great Lakes Country in 1973 were unmarried, 37% were similarly unattached in

1974, and this proportion increased again to 44% in 1975.

Throughout these three years, the proportion of unmarried travelers among Canadian visitors to the U.S. as a whole remained remarkably stable at about 40%.

Chart 11  
CANADIAN VACATION TRAVELERS TO THE GREAT LAKES COUNTRY  
IN 1975 BY MARITAL STATUS



## i) Education

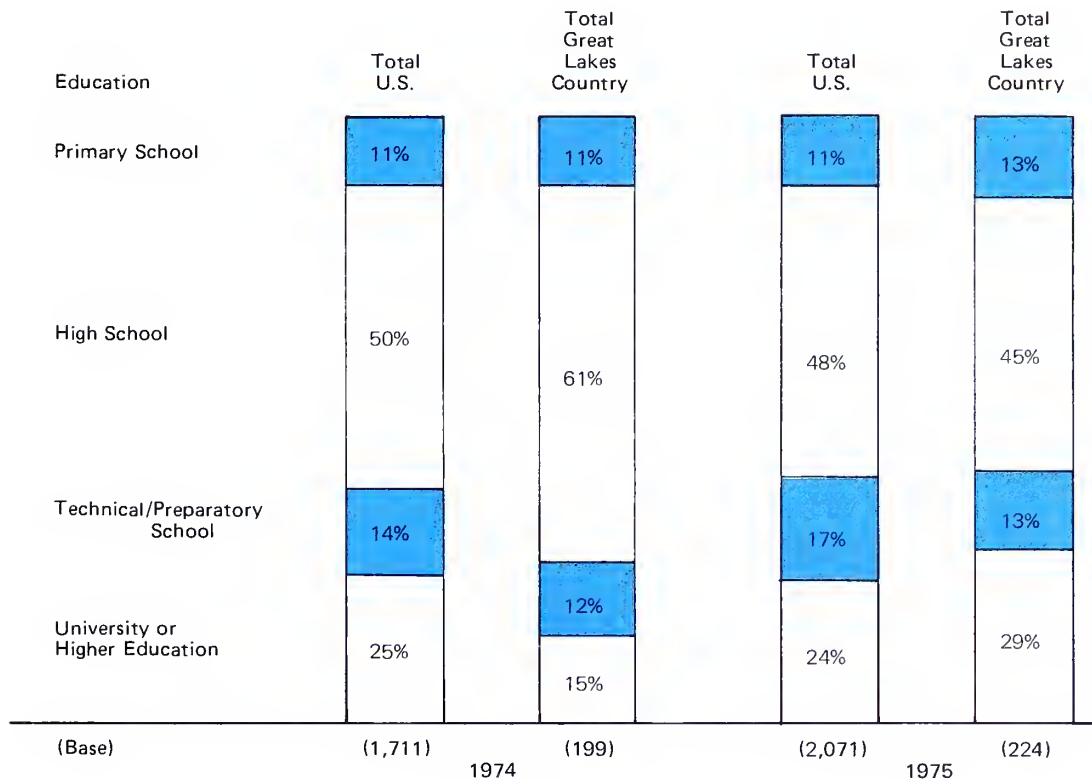
The Great Lakes Country drew a slightly better educated Canadian than did the U.S. as a whole in 1975. This was not the case in 1974 when the Great Lakes Country's visitors were somewhat less well educated than the average Canadian visitor to the United States.

In 1975, 29% of the Great Lakes Country's vacationers had attended university for a year or

more, a substantial increase from 15% in 1974. This compared with 24% for the U.S. overall in 1975, virtually unchanged from 1974.

In spite of these trends, however, the majority of the Great Lakes Country's visitors had not gone beyond high school - - 45% had attended high school and 13% had only attended elementary school.

Chart 12  
CANADIAN VACATION TRAVELERS TO THE GREAT LAKES COUNTRY  
IN 1975 BY EDUCATION





## j) Occupation of Head of House

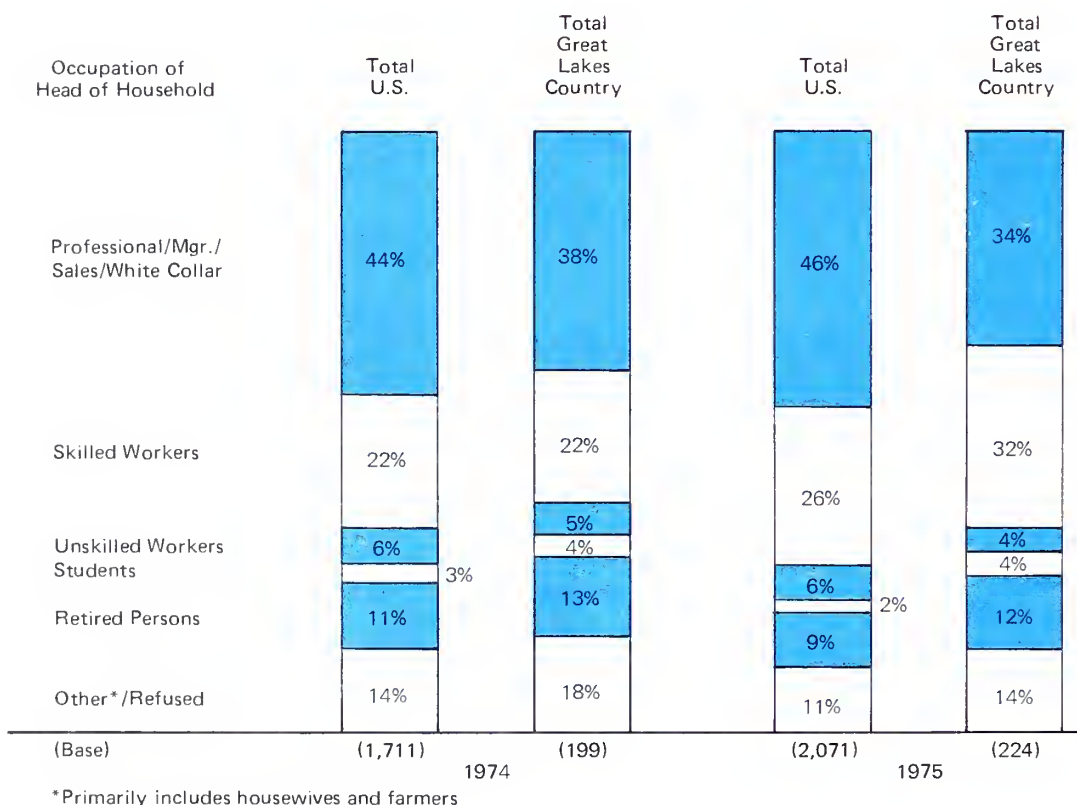
In 1975, Canadians in households where the chief wage earners were employed in white-collar occupations (professionals, managers, and sales and clerical personnel) represented about one-third (34%) of the Great Lakes Country's Canadian visitors, a much lower proportion than the 46% recorded for the U.S. overall.

Skilled workers represented the second largest occupational category (32%) for Canadian vaca-

tioners to the Great Lakes Country in 1975, a considerably larger group than in 1974 when they constituted 22% of the Great Lakes Country's Canadian vacationers.

Students accounted for only a minor segment of Canadians vacationing in the Great Lakes Country (4%), while retired individuals constituted 12%. Both these groups were less prominent among Canadians visiting the U.S. overall (2% and 9% respectively).

Chart 13  
CANADIAN VACATION TRAVELERS TO THE GREAT LAKES COUNTRY  
IN 1975 BY OCCUPATION OF HEAD OF HOUSEHOLD



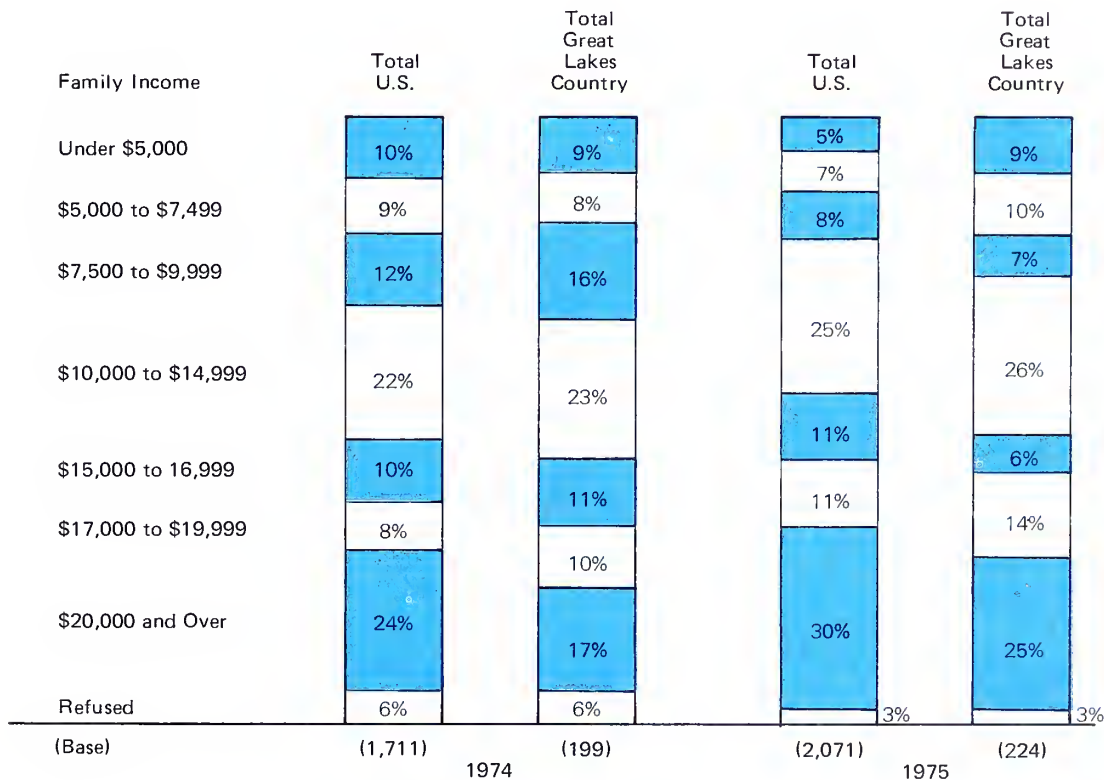
### k) Family Income

The median family income of the Great Lake Country's Canadian visitors was about \$15,000 in 1975, just slightly below the median for Canadians vacationing in the U.S. as a whole.

Not surprisingly, family incomes of Canadians vacationing in the Great Lakes Country con-

tinued to increase since 1973, with increasingly larger proportions of Canadian vacationers coming from families with incomes of \$17,000 and over (17% in 1973, 27% in 1974, and 39% in 1975). A similar change in income pattern can be noted for Canadian vacationers to the U.S. as a whole.

Chart 14  
CANADIAN VACATION TRAVELERS TO THE GREAT LAKES COUNTRY  
IN 1975 BY FAMILY INCOME



## 1) Family Composition

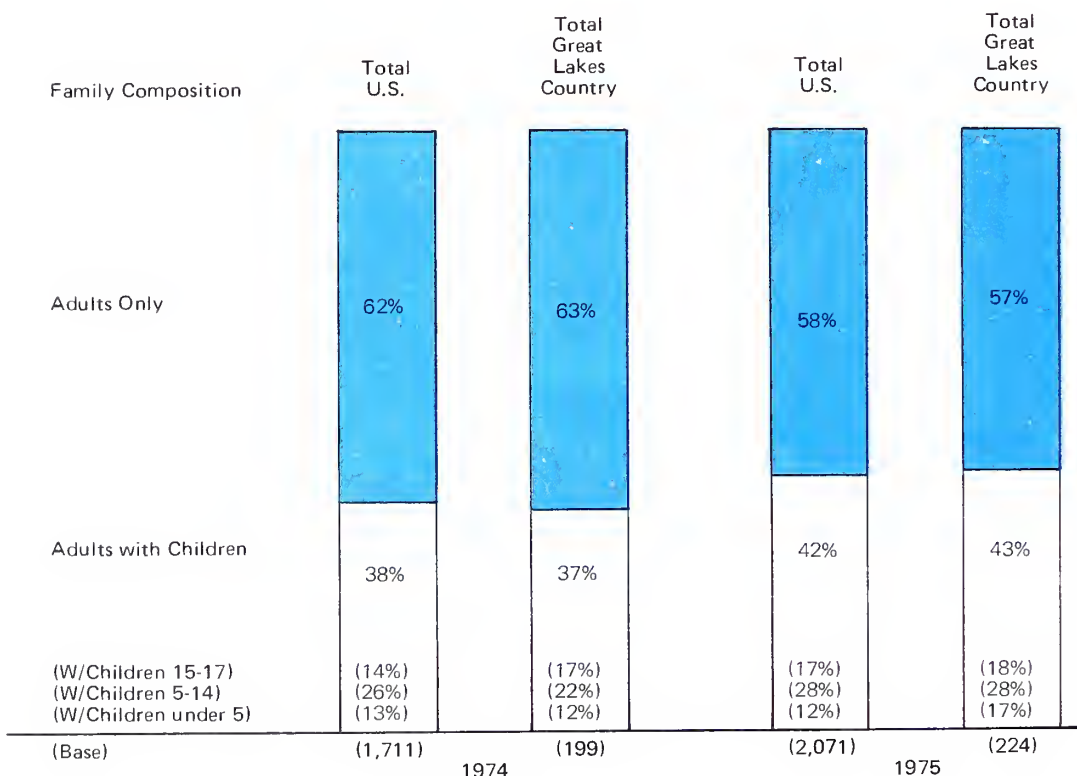
Canadians with no children living at home comprised over half (57%) of the Great Lakes Country's vacationers from Canada, a more family-oriented profile than was evident in 1974, when 63% had no children at home.

Among the 43% with children in 1975, 18% had family members between 15 and 17 years of age, 28% had children between 5 and 14 years of age, and 17% had children under 5 years.

In both 1974 and 1975, the family composition of Canadians visiting the Great Lakes Country was very similar to that of Canadians traveling to the U.S. as a whole.

In 1975, the mean number of adults in the travel party to the Great Lakes Country was 2.84 persons, almost identical with the average for the U.S. as a whole (2.76).

Chart15  
CANADIAN VACATION TRAVELERS TO THE GREAT LAKES COUNTRY  
IN 1975 BY FAMILY COMPOSITION



### 3. Trip Characteristics

Presented in this section are analyses of the following characteristics of 1975 Canadian vacation trips to the Great Lakes Country: purpose of trip/party size; main mode of transport; use of package tours; seasonality; accommodation; length of stay; use of travel agent; decision lead-time; favorable impressions of the U.S.; and unfavorable impressions of the U.S.

#### a) Purpose of Trip/Party Size

Visiting friends or relatives and sightseeing remained the dominant reasons for travel to the Great Lakes Country and were significantly more prevalent than in previous years. In 1975, 57% of Canadians vacationing in the Great Lakes Country indicated that the main purpose of their trip was to visit friends or relatives while 52% claimed that their main reason for traveling to the Great Lakes Country was to do some sightseeing.

In comparison, in 1973 and 1974, 34% and 51%, respectively, indicated that visiting friends and relatives was the dominant reason for travel to the Great Lakes Country. Similarly in 1973 and 1974, only 42% and 38%, respectively, considered sightseeing to be their primary reason to visit the Great Lakes Country.

Attending special events was the key appeal to a much greater proportion of Canadian vacationers to the Great Lakes Country in 1975 than in

previous years, attracting 21% in 1975 compared with 12% in 1974 and 13% in 1973.

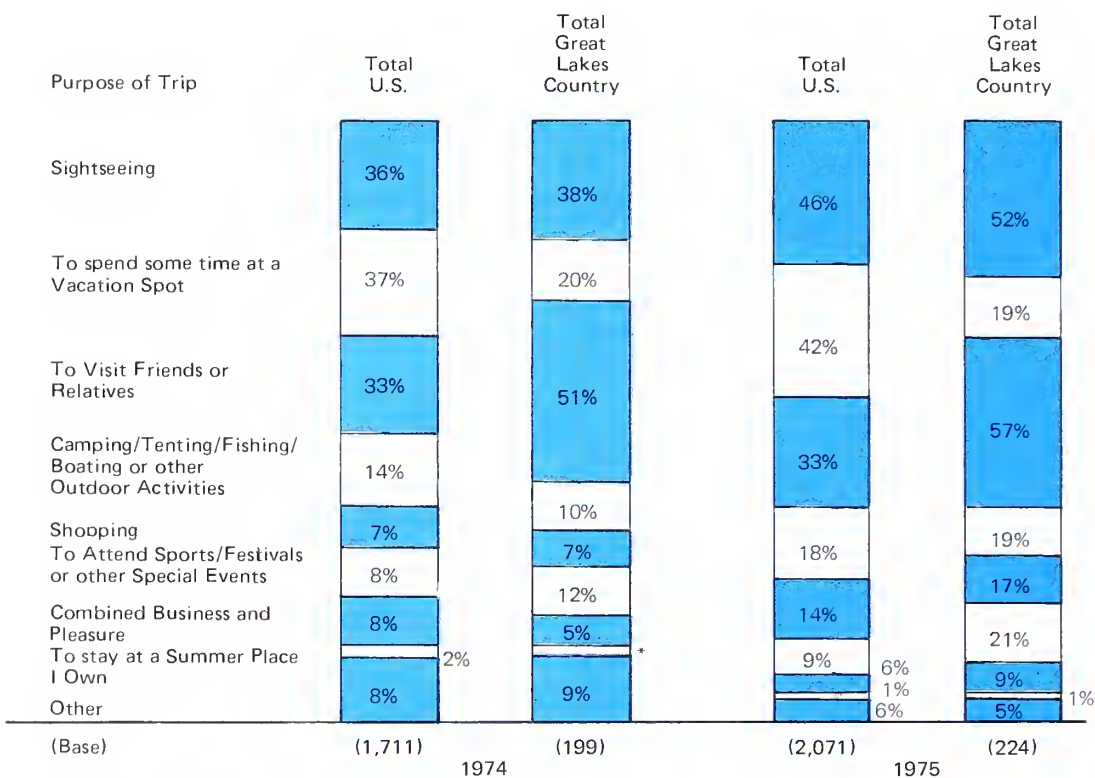
Other key activities which appealed to Canadians vacationing in the Great Lakes Country in 1975 included spending time at a vacation spot (19%), outdoor activities (19% - up from 10% in 1974), and shopping (17%, compared with only 7% in 1974).

The 1975 Canadian vacationer in the Great Lakes Country had somewhat different objectives in mind than the average U.S. visitor -- with a much greater tendency towards visiting friends and relatives, and attending special events, and a much lower preference for spending time at a vacation spot.

During the past few years a relatively stable proportion of visitors to the U.S. listed visiting friends or relatives as a major reason for traveling to the U.S., while the importance of this activity for travel to the Great Lakes Country had been on the increase. On the other hand, sightseeing and shopping activities became more important for both total U.S. visitors and the Great Lakes Country's visitors in 1975.

During 1975, the average Canadian party vacationing in the Great Lakes Country consisted of 2.84 adults, an increase from 2.31 in 1974. This paralleled the party size characteristics of Canadians visiting the U.S. overall (2.76 adults in 1975, up from 2.36 in 1974). (See Appendix B- 2).

Chart 16  
CANADIAN VACATION TRIPS TO THE GREAT LAKES COUNTRY IN 1975  
BY PURPOSE OF TRIP



\* Less than 1/2 of 1%

Note: Totals add to more than 100% due to multiple responses

## b) Main Mode of Transport

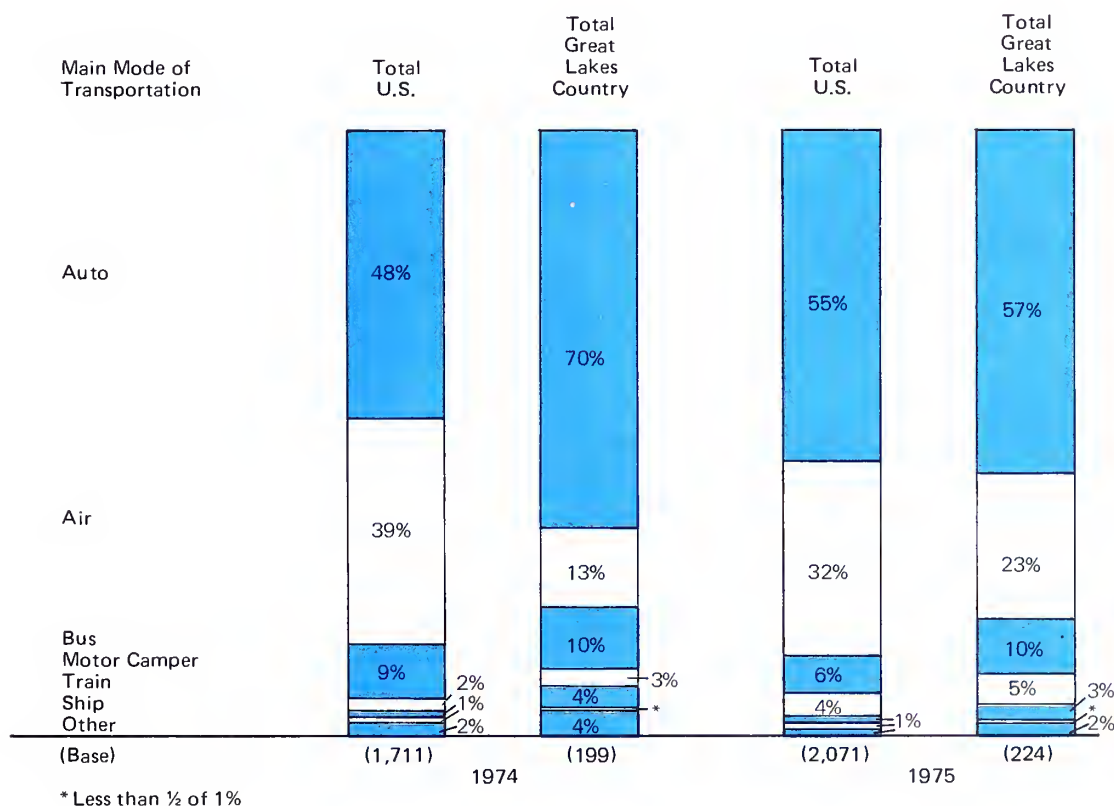
The automobile continued to decline in popularity among Canadians as the principal means of traveling to the Great Lakes Country, being displaced to some extent by air travel.

While auto travel was still the dominant mode of transportation for Canadians vacationing in the Great Lakes Country in 1975, it accounted for only 57% of the trips in 1975 compared to 70% in 1974 and 74% in 1973.

In the same period, Canadian air travel to the Great Lakes Country had grown from 10% of total travel in 1973 to 23% in 1975 (still below the total U.S. level of 32%).

Apart from the difference in air travel incidence, the transportation mode profile for Canadians traveling to the Great Lakes Country in 1975 was quite similar to the total U.S. pattern.

Chart 17  
CANADIAN VACATION TRIPS TO THE GREAT LAKES COUNTRY IN 1975  
BY MAIN MODE OF TRANSPORT



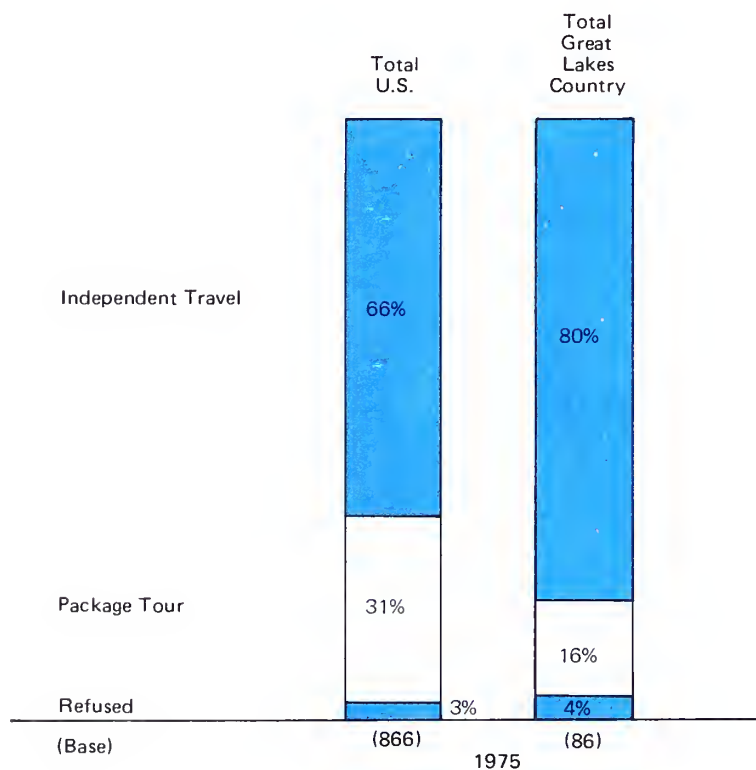


### c) Use of Package Tours

Among those who traveled by common carrier to the Great Lakes Country (38%), packaged tours (where "accommodation, transportation fares and other arrangements are purchased for one package price") were bought by 16%.

In comparison, among all trips to the U.S. which involved the use of common carrier, nearly twice as many Canadian visitors traveled on a package tour (31%).

CHART 18  
CANADIAN VACATION TRIPS TO THE GREAT LAKES COUNTRY IN 1975  
BY USE OF PACKAGED TOURS AMONG  
USERS OF PUBLIC TRANSPORTATION





#### d) Seasonality

As the following two charts indicate, the Great Lakes Country was clearly a summer destination for Canadians in 1975. As many as 51% of Canadian vacationers traveled to the region during the third quarter, with 21% specifically choosing August. The comparable figures for the U.S. overall were somewhat lower with 42% traveling during the third quarter and only 16% during August.

July was the second most popular month of travel to the Great Lakes Country (19% of the trips), followed by September (11%). The Great Lakes Country's Canadian vacationers spread the

remainder of their travel fairly evenly over the other seasons, with 14% traveling during the winter months of January to March, 18% in the second quarter, and 17% during the fourth.

Since 1974, the third quarter peak in the visitor curve has become even more pronounced. In 1974, 42% vacationed in the Great Lakes Country during July, August, and September, compared to 51% in 1975.

Undoubtedly the rise in travel during the summer months resulted from the apparent resurgence of vacationers following the 1974 energy crisis.

Chart 19  
CANADIAN VACATION TRIPS TO THE GREAT LAKES COUNTRY IN 1975  
BY SEASONALITY (QUARTERLY)

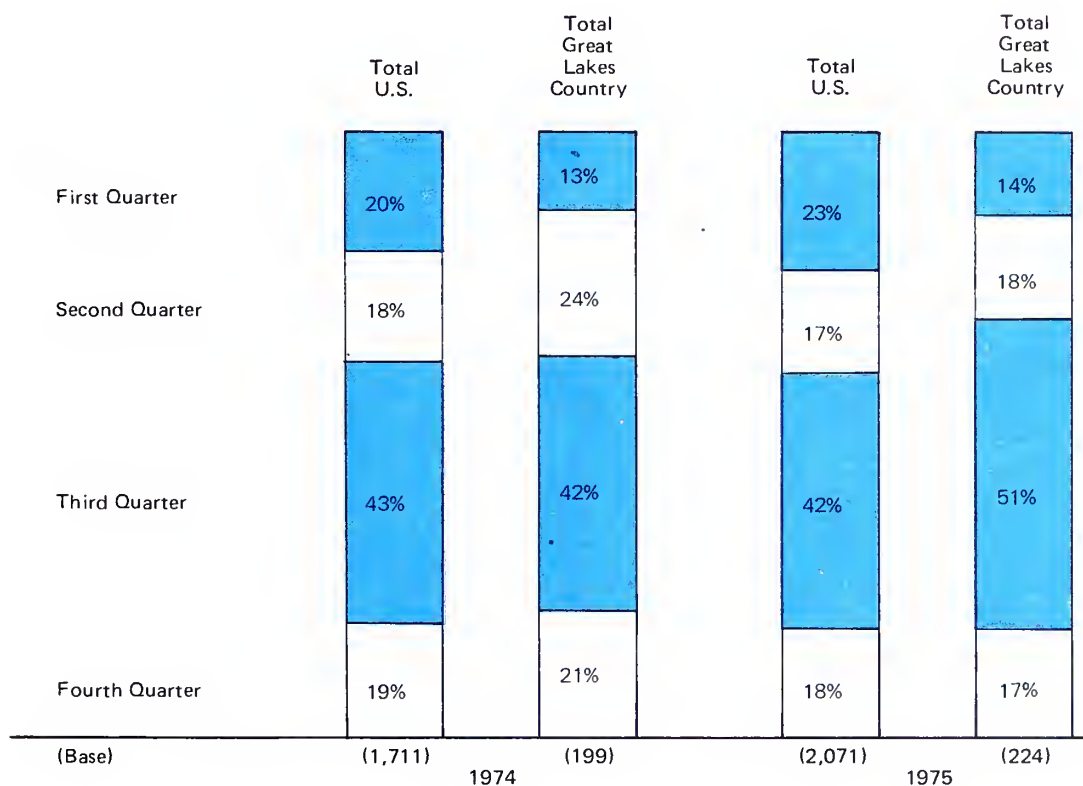
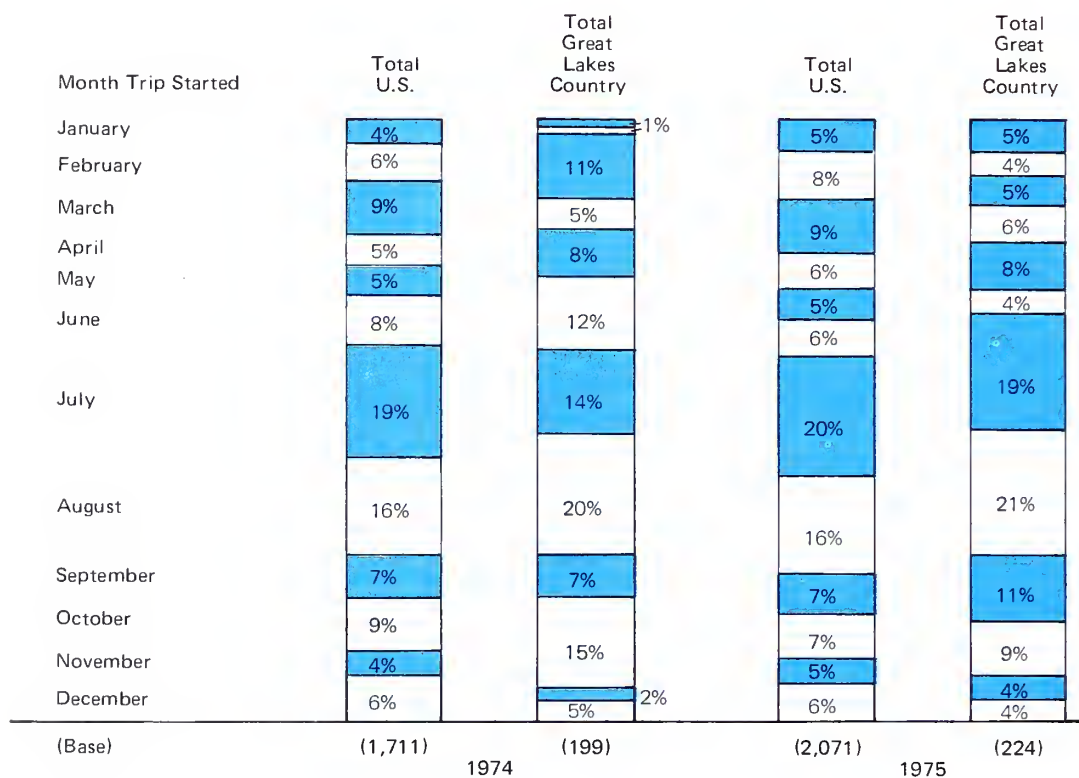


Chart 20  
CANADIAN VACATION TRIPS TO THE GREAT LAKES COUNTRY IN 1975  
BY SEASONALITY (BY MONTH)

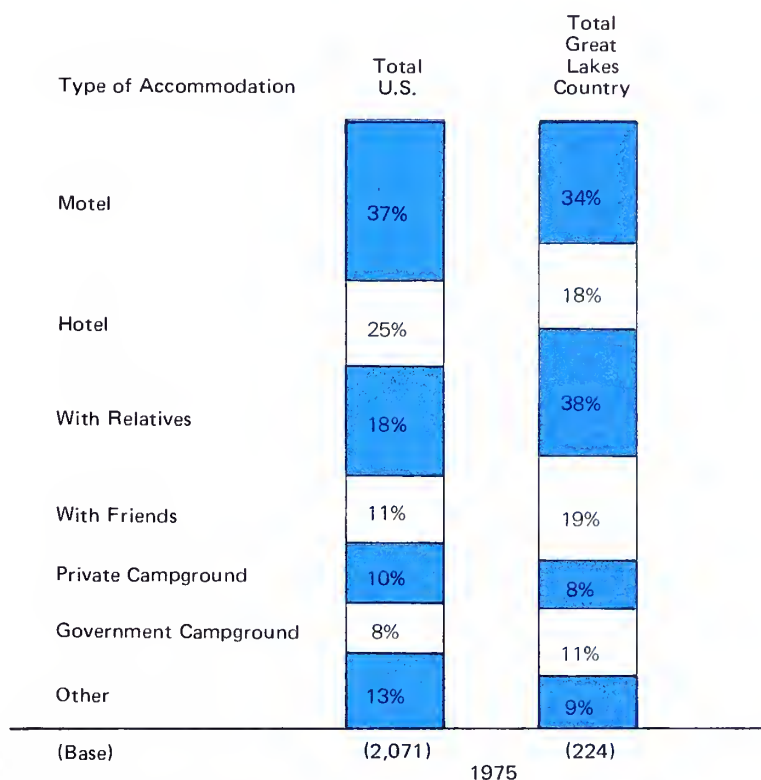


### e) Accommodation

Staying with relatives was the most popular form of accommodation in 1975, being relied upon by 38% of Canadians traveling to the Great Lakes Country. In addition, 19% stayed with friends. This reliance on private (non-commercial) arrangements was much greater than for the U.S. overall (18% stayed with relatives and 11% with friends).

In the commercial accommodation area, motels were by far the most popular (34%), following by hotels. Government campgrounds accommodated 11% of the Great Lakes Country's Canadian visitors, and 8% stayed at private campgrounds.

Chart 21  
CANADIAN VACATION TRIPS TO THE GREAT LAKES COUNTRY IN 1975  
BY TYPE OF ACCOMMODATION



Note: Totals add to more than 100% due to multiple responses

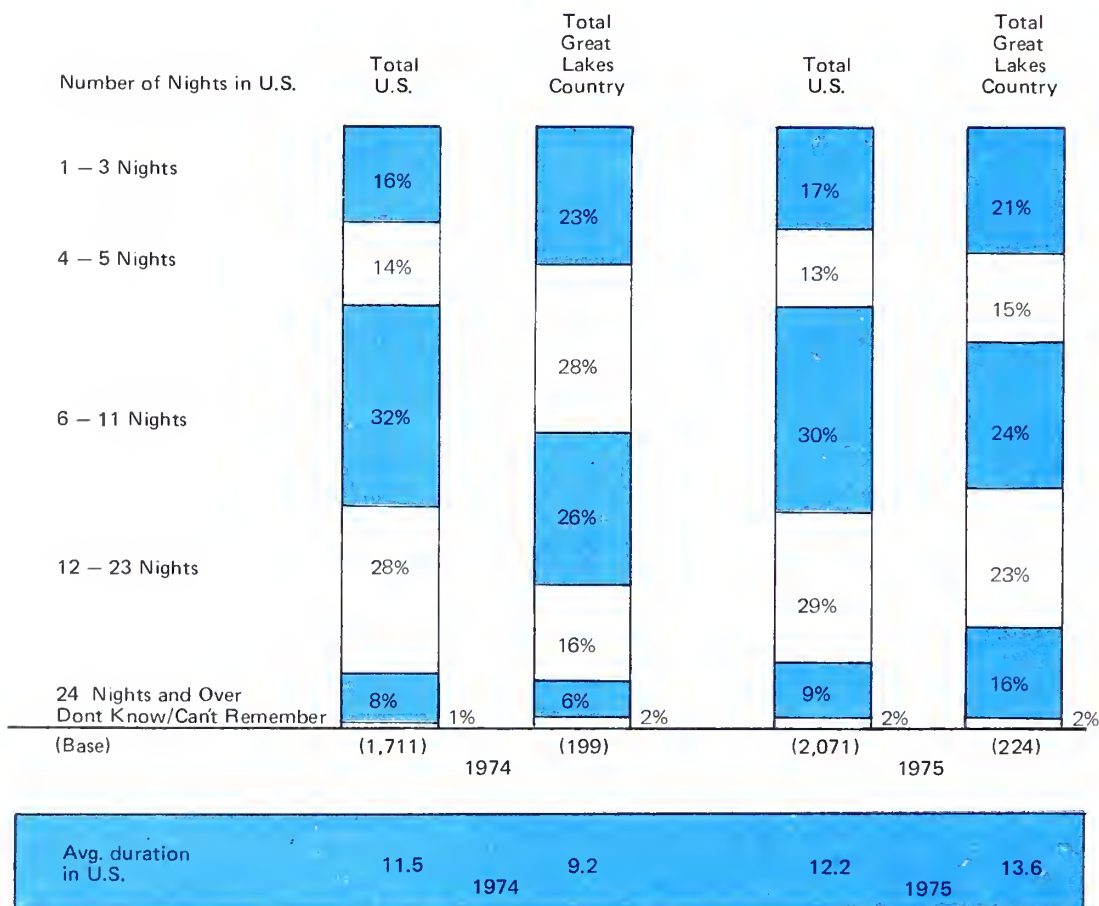
## f) Length of Stay

In 1975, Canadian vacationers to the Great Lakes Country stayed an average of 13.6 nights in the United States, above the national average of 12.2 nights. In addition, the duration was much longer than in 1973 and 1974 when the Great Lakes Country visitors spent 10.5 and 9.2 nights respectively.

The most popular length of stay in the Great Lakes Country was 6 to 11 nights (24%) followed by 12 to 23 nights (23%). An additional 21% stayed only 1 - 3 nights.

The longer average stay in 1975 was strongly reflected in the greater proportion of vacationers staying 12 nights or longer (39%) compared with 1974 (22%), as the chart illustrates.

Chart 22  
CANADIAN VACATION TRIPS TO THE GREAT LAKES COUNTRY IN 1975  
BY LENGTH OF STAY

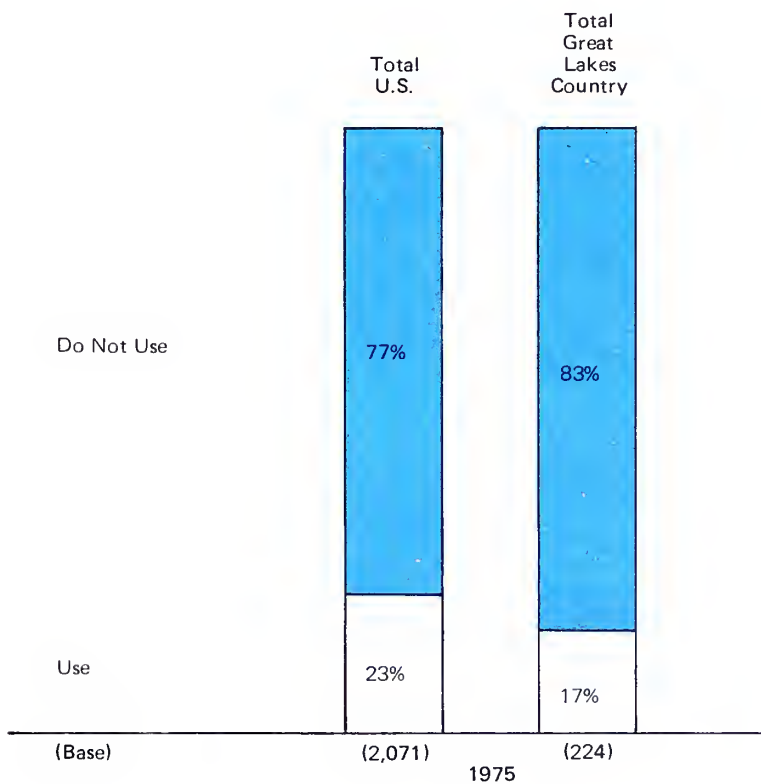


**g) Use of a Travel Agent**

In line with their lower incidence of air travel, Canadians visiting the Great Lakes Country were less likely to use travel agents than were U.S.

visitors overall. In 1975, 17% of the Great Lakes Country's visitors used an agent when planning their trips, compared with 23% of Canadian travelers to the U.S. overall.

**Chart 23**  
**CANADIAN VACATION TRIPS TO THE GREAT LAKES COUNTRY IN 1975**  
**BY USE OF A TRAVEL AGENT**



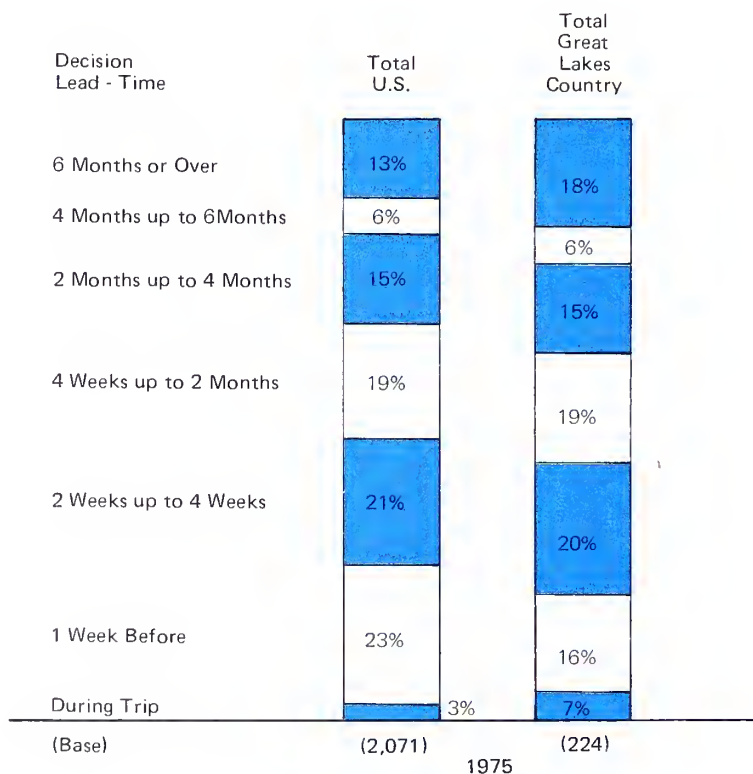
## h) Decision Lead-Time

Most Canadians vacationing in the Great Lakes Country planned to visit the U.S. within 2 months of departure (62%). More specifically, 16% indicated that they made their decision within 1 week of departure, 20% decided between 2 and 4 weeks before departure, and another 19% indicated they made their decision between 4 weeks and 2 months before leaving

on their trip. It is interesting to note that 7% of the Canadians did not decide to visit the Great Lakes Country region until after their trip had begun.

The decision lead-time pattern for the Great Lakes Country was very similar to the overall U.S. trip decision pattern.

Chart 24  
CANADIAN VACATION TRIPS TO THE GREAT LAKES COUNTRY IN 1975  
BY DECISION LEAD-TIME





### i) Favorable Impressions of the U.S.

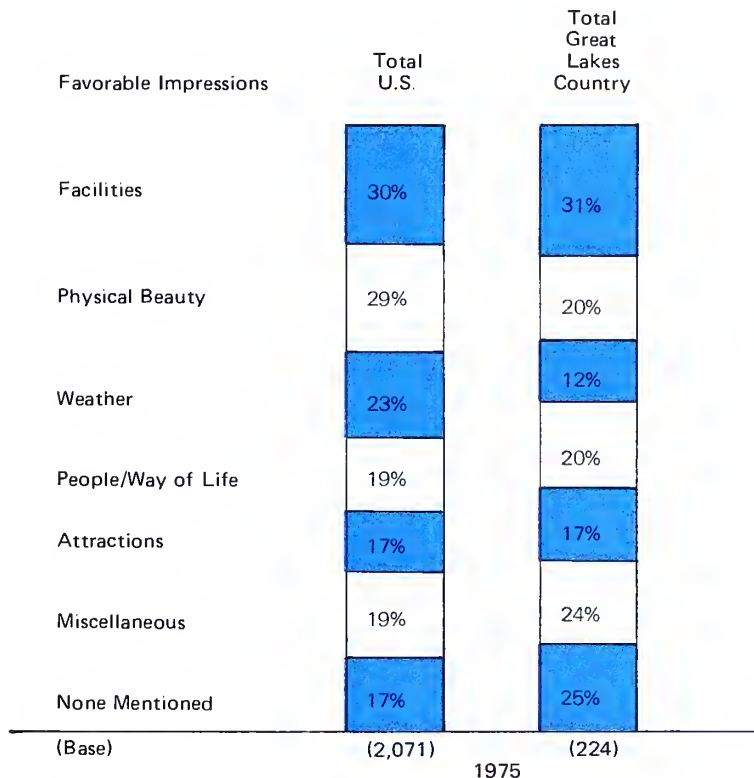
The facilities provided by the Great Lakes Country region (including accommodation, restaurants, shopping and roads, among others) were indicated to be particularly appealing to 31% of Canadians visiting in 1975. The people and their way of life were most significant to 20% of the travelers. In both these respects, the Great Lakes Country was similar to the U.S. overall.

The physical beauty of the Great Lakes Country region was also singled out by 20% of Canadian visitors, but this was less of an attraction for

the Great Lakes Country's visitors than for Canadians visiting the U.S. in general (29%). Specific attractions, such as sporting events and festivals, drew favorable responses from 17% of Canadians visiting the Great Lakes Country as well as the U.S. overall.

The weather was clearly not a major attraction. While 23% of all Canadians visiting the U.S. in 1975 were favorably impressed by the weather, only 12% of the Great Lakes Country's Canadian visitors felt the same way.

Chart 25  
CANADIAN VACATION TRIPS TO THE GREAT LAKES COUNTRY IN 1975  
BY FAVORABLE IMPRESSIONS



Note: Totals add to more than 100% due to multiple responses

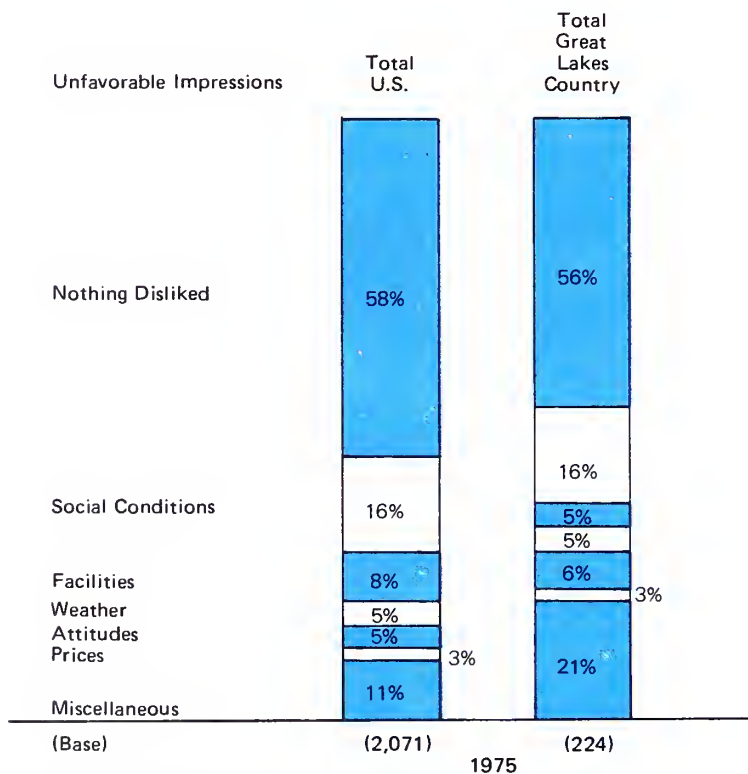
## j) Unfavorable Impressions of the U.S.

Most Canadians (58%) could not recall any unfavorable aspects of their recent trip to the U.S. Among those who did, however, "social conditions" were the most commonly cited (16%). These were primarily city-related and typically ranged from complaints of "dirtiness"

and "too much smog" to "traffic" and "violence".

Comments on the Great Lakes Country reflected this national reaction. Over half (56%) could not recall any unfavorable impressions; and among those who did, social conditions were the most prominent (16%).

Chart 26  
CANADIAN VACATION TRIPS TO THE GREAT LAKES COUNTRY IN 1975  
BY UNFAVORABLE IMPRESSIONS



Note: Totals add to more than 100% due to multiple responses

# APPENDICES

## Appendix A

### DEFINITION OF UNITED STATES AND CANADIAN REGIONS

#### U.S. REGIONS

##### 1. NEW ENGLAND

Connecticut  
Maine  
Massachusetts  
New Hampshire  
Rhode Island  
Vermont

##### 2. EASTERN GATEWAY

New Jersey  
New York

##### 3. GEORGE WASHINGTON COUNTRY

Delaware  
District of Columbia  
Maryland  
Pennsylvania  
Virginia  
West Virginia

##### 4. THE SOUTH

Alabama  
Arkansas  
Florida  
Georgia  
Kentucky  
Louisiana  
Mississippi  
North Carolina  
South Carolina  
Tennessee

##### 5. GREAT LAKES COUNTRY

Illinois  
Indiana  
Iowa  
Michigan  
Minnesota  
Ohio  
Wisconsin

##### 6. MOUNTAIN WEST

Colorado  
Montana  
Nebraska  
North Dakota  
South Dakota  
Utah  
Wyoming

##### 7. FRONTIER WEST

Arizona  
Kansas  
Missouri  
New Mexico  
Oklahoma  
Texas

##### 8. FAR WEST

Alaska  
California  
Idaho  
Nevada  
Oregon  
Washington

##### 9. ISLANDS

American Samoa  
Guam  
Hawaii  
Puerto Rico  
Virgin Islands

#### CANADIAN REGIONS

##### ATLANTIC PROVINCES

Newfoundland  
Prince Edward Island  
Nova Scotia  
New Brunswick

##### QUEBEC

##### ONTARIO

##### PRAIRIE PROVINCES

Manitoba  
Saskatchewan  
Alberta

##### BRITISH COLUMBIA

##### Other

Yukon/N.W.T.

## DEFINITION OF TERMS

The definitions used in the study were as follows:

**"Vacation"** defined for the respondent as not including weekends or long weekends or statutory holidays; or "working holidays". Beyond this, the definition was intentionally left up to the respondent. This procedure was carefully established to avoid a long series of arbitrary decisions as to what was and what was not a vacation. For example, housewives, professional men, retired people and students would each have required explicit, arbitrary, and perhaps even inconsistent criteria laid down as to what constituted a vacation. Consequently, the definition of a vacation was completely subjective (aside from the above list of what it was not): if the respondent thought he had a vacation, it was considered that he did.

**"Vacation trip"** essentially is absence from home. Once again, the precise definition was the respondent's. In practice, virtually all trips reported were of at least one night's duration, and this can be taken as the working criterion.

For analytical purposes a further definitional requirement of a "trip" was made, such that it was "a person or group of people from the same household traveling together." If husband and wife traveled together, it was deemed reasonable that this should be regarded as one trip, not two. For example, they would probably have made a single joint decision to go on the trip. If they went with a couple from another household, this second pair probably would have made a separate decision, so this foursome could be regarded as two trips.

Since individuals (18 or over) were interviewed for these studies, the problem could arise of double counting (or multiple counting) of trips—for example, interviewing husband and wife who had been on a trip together would show two trips, not one. Weighting was used to compensate for this possibility. For each trip it was ascertained how many people (18 and over from the same household) had been on the trip. The reciprocal of this number served as the basis for this corrective weighting.

# Appendix B

Appendix B-1

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

(Regional Data Prorated to Equal 100%)

Regions and States	Base (Trips)		Estimated Household Trips		Estimated number Canadian arrivals		Percent of total vacation arrivals		Regional expenditures in the U.S. (\$million)		Percent of total Canadian vacation expenditures	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
New England . . . . .	(332)	(392)	238,000	309,000	392,000	527,000	15%	16%	\$46	\$57	7%	7%
(Maine) . . . . .	(145)	(206)	105,000	156,000	183,000	264,000	7	8	22	30	3	4
(Massachusetts) . . . . .	(90)	(106)	66,000	93,000	105,000	132,000	4	4	15	18	2	2
Eastern Gateway . . . . .	(239)	(365)	190,000	316,000	313,000	527,000	12	16	55	79	9	10
(New York) . . . . .	(195)	(268)	161,000	227,000	261,000	362,000	10	11	42	61	7	8
(New Jersey) . . . . .	(58)	(108)	42,000	96,000	78,000	165,000	3	5	18	24	3	3
George Washington Country . . . . .	(106)	(104)	84,000	79,000	131,000	131,000	4	4	27	27	4	3
The South . . . . .	(334)	(481)	287,000	409,000	444,000	658,000	17	20	166	217	26	28
(Florida) . . . . .	(263)	(392)	220,000	338,000	366,000	560,000	14	17	138	199	22	26
Great Lakes Country . . . . .	(199)	(224)	178,000	209,000	288,000	330,000	11	10	46	51	7	7
Mountain West . . . . .	(114)	(168)	101,000	143,000	183,000	231,000	7	7	28	48	4	6
Frontier West . . . . .	(64)	(48)	62,000	51,000	105,000	66,000	4	2	30	28	5	4
Far West . . . . .	(431)	(441)	376,000	380,000	575,000	626,000	22	19	136	152	22	20
(California) . . . . .	(175)	(194)	164,000	162,000	235,000	264,000	9	8	81	94	13	12
(Washington) . . . . .	(189)	(195)	147,000	156,000	261,000	264,000	10	8	29	37	5	5
U.S. Islands . . . . .	(139)	(144)	103,000	115,000	157,000	165,000	6	5	91	105	14	14
U.S. Unspecified . . . . .	(28)	(43)	25,000	35,000	26,000	33,000	1	1	6	13	2	2
Total U.S. Mainland . . . . .	(1,588)	(1,937)	1,541,000	1,931,000	2,457,000	3,129,000	94	95	540	672	86	86
Total U.S. . . . .	(1,711)	(2,071)	1,644,000	2,046,000	2,614,000	3,294,000	100%	100%	631	777	100%	100%

\* See note on Page 3  
(Canadian Arrivals)

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

Regions and States	Base (Trips)		Average number of adults on trip		Average number of adults from own household		Average number of nights spent in U.S.	
	1974	1975	1974	1975	1974	1975	1974	1975
New England . . . . .	(332)	(392)	2.53	3.06	1.65	1.68	8.2	8.6
(Maine) . . . . .	(145)	(206)	2.73	3.12	1.71	1.73	7.5	8.7
(Massachusetts) . . . . .	(90)	(106)	2.26	2.84	1.51	1.58	10.1	11.0
Eastern Gateway . . . . .	(239)	(365)	2.38	2.71	1.66	1.61	8.2	9.3
(New York) . . . . .	(195)	(268)	2.24	2.58	1.64	1.58	7.7	9.0
(New Jersey) . . . . .	(58)	(108)	2.75	3.06	1.71	1.69	11.6	9.8
George Washington Country . . . . .	(106)	(104)	2.55	2.70	1.63	1.74	13.9	11.1
The South . . . . .	(334)	(481)	2.48	2.78	1.60	1.62	17.5	19.7
(Florida) . . . . .	(263)	(392)	2.21	2.72	1.63	1.62	18.6	21.1
Great Lakes Country . . . . .	(199)	(224)	2.31	2.84	1.67	1.52	9.2	13.6
Mountain West . . . . .	(114)	(168)	2.26	2.52	1.78	1.67	9.3	9.8
Frontier West . . . . .	(64)	(48)	2.18	2.81	1.51	1.48	15.7	28.2
Far West . . . . .	(431)	(441)	2.11	2.49	1.52	1.60	11.6	12.6
(California) . . . . .	(175)	(194)	1.95	2.39	1.47	1.58	16.8	18.1
(Washington) . . . . .	(189)	(195)	2.25	2.30	1.71	1.73	8.2	9.8
U.S. Islands . . . . .	(139)	(144)	2.39	3.06	1.51	1.50	15.3	12.7
U.S. Unspecified . . . . .	(28)	(43)	2.65	2.76	1.68	1.50	14.2	12.8
Total U.S. Mainland . . . . .	(1,588)	(1,937)	2.36	2.73	1.60	1.61	11.3	12.2
Total U.S. . . . .	(1,711)	(2,071)	2.36	2.76	1.59	1.61	11.5	12.2



## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (Trips)		Total trip expenditures per vacation party		Daily trip expenditures by vacation party		Total trip expenditures per adult		Daily trip expenditures per adult	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
New England . . . . .	(332)	(392)	\$303	\$365	\$37	\$42	\$120	\$119	\$15	\$14
(Maine) . . . . .	(145)	(206)	345	382	46	42	126	122	17	13
(Massachusetts) . . . . .	(90)	(106)	326	397	32	36	144	140	14	13
Eastern Gateway . . . . .	(239)	(365)	392	453	48	48	165	167	20	18
(New York) . . . . .	(195)	(268)	350	444	45	48	156	172	20	19
(New Jersey) . . . . .	(58)	(108)	591	489	51	49	215	160	19	16
George Washington Country . . . . .	(106)	(104)	544	570	39	54	213	211	15	20
The South . . . . .	(334)	(481)	910	870	52	55	367	313	21	20
(Florida) . . . . .	(263)	(392)	895	1,023	48	54	405	376	22	20
Great Lakes Country . . . . .	(199)	(224)	376	489	41	37	163	172	18	13
Mountain West . . . . .	(114)	(168)	408	543	44	59	181	215	19	23
Frontier West . . . . .	(64)	(48)	727	1,118	46	41	333	398	21	15
Far West . . . . .	(431)	(441)	545	671	47	57	258	269	22	23
(California) . . . . .	(175)	(194)	738	899	44	55	378	376	23	23
(Washington) . . . . .	(189)	(195)	309	465	38	55	137	202	17	24
U.S. Islands . . . . .	(139)	(144)	1,350	1,531	88	122	565	500	37	40
U.S. Unspecified . . . . .	(28)	(43)	420	798	30	64	158	289	11	23
Total U.S. Mainland . . . . .	(1,588)	(1,937)	518	592	46	52	219	217	19	19
Total U.S. . . . .	(1,711)	(2,071)	570	651	50	57	242	236	21	21

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (trips)		Total trip expenditures \$		Total trip expenditures per adult (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per adult (\$)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
Expenditures in U.S. only:																
Total	(1,711)	(2,071)	\$570	\$651	\$242	\$236	\$50	\$57	\$21	\$21	11.5	12.2	2.36	2.76	1.59	1.61
Residence:																
Atlantic Provinces	(63)	(180)	373	581	170	210	40	58	18	21	9.3	9.6	2.20	2.77	1.53	1.75
Quebec	(431)	(545)	515	581	197	186	41	50	16	16	12.6	12.8	2.61	3.13	1.66	1.65
French Quebec	(271)	(403)	624	588	222	176	49	53	17	16	12.7	12.6	2.81	3.34	1.72	1.69
English Quebec	(95)	(142)	515	564	259	215	48	44	24	17	10.7	13.5	1.99	2.62	1.49	1.55
Ontario	(673)	(738)	589	656	250	248	53	56	23	21	11.1	12.5	2.36	2.68	1.52	1.58
Prairies	(263)	(277)	516	722	247	252	45	64	22	22	11.4	11.7	2.09	2.87	1.50	1.55
British Columbia	(270)	(319)	624	723	318	333	58	69	29	32	10.8	11.9	1.96	2.17	1.47	1.61
City of residence: *																
Vancouver	(166)	(181)	652	763	--	332	62	71	--	31	10.5	11.8	--	2.30	1.38	1.69
Calgary/Edmonton	(80)	(60)	695	958	--	352	58	82	--	30	12.0	11.5	--	2.72	1.44	1.32
Winnipeg	(62)	(64)	477	641	--	283	31	44	--	19	15.3	16.0	--	2.26	1.38	1.69
Toronto	(254)	(290)	515	617	--	260	51	47	--	20	10.1	13.9	--	2.37	1.48	1.50
Montreal	(206)	(305)	599	608	--	205	40	52	--	18	15.1	12.4	--	2.97	1.57	1.63
English	(67)	(101)	419	596	--	231	31	48	--	19	10.7	12.9	--	2.58	1.49	1.54
French	(86)	(173)	815	629	--	195	44	57	--	18	18.6	11.7	--	3.22	1.68	1.68
Other	(53)	(31)	459	540	--	181	31	39	--	13	14.8	14.9	--	2.98	1.30	1.65
Community size:																
Urban	(1,490)	(1,727)	557	648	249	241	50	56	21	21	11.7	12.2	--	2.69	--	1.60
Rural	(218)	(344)	455	672	193	211	45	65	19	20	10.2	12.3	--	3.19	--	1.66

\* Data have limited value due to small sample sizes  
 -- not available

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (trips)		Total trip expenditures \$		Total trip expenditures per adult (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per adult (\$)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
Sex:																
Male . . . . .	(792)	(944)	\$624	\$664	\$264	\$241	\$55	\$60	\$23	\$22	11.3	11.7	--	2.75	--	1.63
Female . . . . .	(916)	(1,127)	519	639	220	232	45	55	19	20	11.6	12.7	--	2.76	--	1.59
Age:																
18 to 29 . . . . .	(505)	(626)	519	605	220	210	50	56	21	19	10.5	10.6	--	2.91	--	1.43
30 to 39 . . . . .	(323)	(401)	604	623	256	238	63	69	27	26	9.6	9.3	--	2.62	--	1.69
40 to 49 . . . . .	(341)	(337)	572	706	242	263	60	74	25	28	9.5	9.7	--	2.68	--	1.90
50 and over . . . . .	(537)	(707)	601	696	255	256	41	47	17	17	14.8	16.7	--	2.72	--	1.61
Language:																
French Quebec . . . . .	(224)	(405)	634	588	269	176	48	53	21	16	13.1	12.6	--	3.34	--	1.69
Rest of Canada . . . . .	(433)	(1,666)	557	665	236	254	50	58	21	22	11.2	12.2	--	2.62	--	1.59
Marital status:																
Single . . . . .	(461)	(425)	539	622	228	211	45	54	19	18	12.0	11.5	--	2.95	--	1.22
Married . . . . .	(1,010)	(1,480)	590	679	250	250	56	62	24	23	10.5	12.2	--	2.72	--	1.89
Separated/Widowed/																
Divorced . . . . .	(236)	(166)	550	573	233	225	39	42	16	16	14.3	14.1	--	2.55	--	1.12
Family composition:																
Adults only . . . . .	(1,064)	(1,104)	582	679	247	245	46	52	20	19	12.6	14.5	--	2.77	--	1.52
Have children under 18 . . . . .	(644)	(967)	551	617	233	225	57	67	24	24	9.7	9.2	--	2.74	--	1.73
Socio economic level:																
Upper . . . . .	(497)	(677)	692	766	102	276	65	66	10	24	10.6	12.7	--	2.78	--	1.74
Upper middle . . . . .	(371)	(453)	628	737	266	262	52	60	22	21	12.0	12.2	--	2.81	--	1.66
Middle . . . . .	(343)	(380)	467	546	198	198	45	54	19	20	10.3	11.3	--	2.76	--	1.52
Lower middle . . . . .	(274)	(349)	477	608	202	225	37	54	16	20	12.9	12.3	--	2.70	--	1.51
Lower . . . . .	(224)	(212)	504	421	214	157	40	37	17	14	12.5	12.7	--	2.69	--	1.46

-- not available

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (trips)		Total trip expenditures \$		Total trip expenditures per adult (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per adult (\$)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
<b>Occupation:</b>																
Prot./Sales/White collar . . . . .	(758)	(905)	\$600	\$690	\$254	\$259	\$56	\$65	\$24	\$24	10.8	11.3	--	2.66	--	1.61
Skilled labor . . . . .	(382)	(590)	551	619	233	218	59	62	25	22	9.3	10.0	--	2.84	--	1.70
Unskilled labor . . . . .	(103)	(100)	532	486	225	181	53	51	22	19	10.1	9.4	--	2.68	--	1.60
Farmer . . . . .	(37)	(68)	377	933	160	315	34	93	14	31	11.2	18.7	--	2.96	--	1.68
Student . . . . .	(50)	(36)	384	563	163	275	33	44	14	21	11.6	13.3	--	2.05	--	1.28
Retired/Pensioned . . . . .	(180)	(240)	607	713	257	229	38	42	16	14	15.8	19.1	--	3.11	--	1.76
Other . . . . .	(155)	(105)	592	571	251	211	37	32	15	12	16.2	17.4	--	2.71	--	1.15
<b>Education completed:</b>																
University . . . . .	(248)	(254)	516	636	219	247	50	59	21	23	10.4	10.9	--	2.58	--	1.56
Technical/Preparatory . . . . .	(151)	(176)	672	684	285	275	49	55	21	22	13.6	13.6	--	2.49	--	1.59
High school . . . . .	(432)	(514)	619	674	262	265	54	55	23	22	11.4	12.6	--	2.54	--	1.64
Elementary school . . . . .	(120)	(130)	694	543	294	172	42	45	18	14	16.5	14.2	--	3.15	--	1.56
<b>Accommodation:</b>																
Owned . . . . .	(1,052)	(1,451)	578	672	245	237	52	62	22	22	11.2	12.1	--	2.83	--	1.70
Rented . . . . .	(637)	(620)	568	616	241	235	47	51	20	19	12.0	12.5	--	2.62	--	1.44
<b>Type of dwelling:</b>																
Detached/Semi-Detached . . . . .	(1,107)	(1,500)	580	670	246	244	53	62	23	23	10.9	11.9	--	2.75	--	1.67
Town house/Other attached house . . . . .	(211)	(230)	602	631	255	191	51	46	21	14	11.9	14.0	--	3.30	--	1.57
Apartment . . . . .	(359)	(297)	513	628	217	253	39	52	16	21	13.2	12.4	--	2.48	--	1.39
Other . . . . .	(32)	(44)	718	393	304	170	71	34	30	15	10.1	11.8	--	2.31	--	1.66

-- not available

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

Purpose of trip:	Base (trips)		Total trip expenditures \$		Total trip expenditures per adult (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per adult (\$)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
Purpose of trip:																
Visiting friends . . . . .	(572)	(311)	\$309	\$524	\$153	\$239	\$30	\$46	\$15	\$21	10.3	12.9	2.02	2.19	1.54	1.56
Visiting relatives . . . . .		(493)		421	178		37		16			12.7	2.36		1.63	
Staying at a vacation spot . . . . .	(637)	(891)	788	817	314	287	62	67	25	24	12.6	13.3	2.51	2.85	1.66	1.67
City sightseeing/shopping . . . . .	(391)	(742)	617	713	243	256	61	63	24	23	10.1	12.0	2.54	2.79	1.62	1.66
Rural activities . . . . .	(446)	(628)	548	702	219	233	53	54	21	18	10.4	13.7	2.50	3.01	1.61	1.62
Other . . . . .	(358)	(370)	624	669	242	225	57	58	22	20	11.0	11.8	2.58	2.97	1.55	1.52
Purpose of trip and season:																
June to September:																
Visiting friends/relatives . . . . .	(313)	(364)	295	378	135	149	36	39	17	15	8.1	10.2	2.18	2.54	1.62	1.67
Staying at a vacation spot . . . . .	(313)	(423)	552	522	208	186	52	53	20	19	10.6	10.0	2.65	2.81	1.65	1.75
City sightseeing . . . . .	(211)	(359)	503	527	193	192	61	58	24	21	8.2	9.4	2.61	2.75	1.62	1.70
Rural activities . . . . .	(278)	(371)	405	536	159	184	45	51	18	17	9.0	10.6	2.55	2.92	1.66	1.67
Other . . . . .	(175)	(185)	567	479	216	162	58	51	22	17	9.7	9.6	2.63	2.95	1.55	1.55
October to May:																
Visiting friends/relatives . . . . .	(259)	(330)	327	553	179	263	25	45	14	21	12.9	14.1	1.83	2.10	1.44	1.51
Staying at a vacation spot . . . . .	(323)	(468)	1,023	1,068	432	371	70	75	29	26	14.7	15.8	2.37	2.88	1.67	1.61
City sightseeing . . . . .	(181)	(383)	753	890	307	314	61	66	25	23	12.3	14.3	2.45	2.83	1.61	1.63
Rural activities . . . . .	(168)	(257)	778	962	323	305	61	56	25	18	12.8	18.3	2.41	3.15	1.53	1.56
Other . . . . .	(183)	(185)	685	870	271	291	56	62	22	21	12.3	14.0	2.53	2.99	1.54	1.49
Main mode of transport:																
Car . . . . .	(826)	(1,219)	427	510	167	178	44	51	17	18	9.7	11.1	2.56	2.87	1.77	1.71
Plane . . . . .	(660)	(606)	811	963	403	378	58	74	29	23	13.9	13.5	2.01	2.55	1.42	1.45
Bus . . . . .	(150)	(124)	455	540	195	205	43	46	18	17	10.7	17.1	2.33	2.63	1.41	1.32
Train . . . . .	(17)	(23)	383	372	180	182	31	20	15	10	12.4	12.6	2.13	2.04	1.47	1.54
Motor camper . . . . .	(40)	(96)	437	596	140	229	42	41	13	16	10.4	15.8	3.13	2.60	1.69	1.89
Other . . . . .	(50)	(55)	646	545	201	144	49	39	15	10	13.1	13.2	3.21	3.78	1.43	1.48

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (trips)		Total trip expenditures \$		Total trip expenditures per adult (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per adult (\$)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
<b>Month trip started:</b>																
December to March . . . .	(436)	(560)	\$567	\$1,009	\$405	\$374	\$55	\$63	\$26	\$23	15.6	17.7	2.14	2.70	1.57	1.54
April to May . . . . .	(173)	(216)	625	631	264	234	56	56	23	21	11.3	11.7	2.37	2.70	1.54	1.55
June to September . . . .	(871)	(1,060)	444	473	182	169	46	50	19	18	9.6	9.7	2.44	2.80	1.63	1.66
October to November . .	(229)	(235)	479	587	195	213	44	64	18	18	10.8	9.9	2.46	2.76	1.55	1.58
<b>Nights spend in U.S.:</b>																
1-5 . . . . .	(512)	(621)	245	241	103	83	74	75	31	26	3.3	3.3	2.39	2.90	1.63	1.59
6-11 . . . . .	(555)	(643)	535	590	220	217	68	76	28	28	7.9	7.8	2.43	2.72	1.57	1.64
12-17 . . . . .	(361)	(428)	880	997	373	350	63	72	27	25	13.9	14.0	2.36	2.85	1.61	1.63
18 and over . . . . .	(254)	(337)	934	1,096	432	438	29	35	13	14	32.1	33.1	2.16	2.50	1.50	1.54

Note: If the average number of persons per trip is not provided the national average of 2.36 persons for 1974 was used to determine the per capita expenditures for trips and the daily trip expenditures by vacation party.





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